Southern AUGUST, 1955 BUILDING SUPPLIES

SERVING DEALERS

AND WHOLESALERS

OUR BILL OF GOODS

How Paint Sales Doubled

Floor Coverings Are Good Profit Builders

Promote Complete Kitchens

Profitable 'Fix-it' Service

Window Selection Aids

Ranch-Style House Plan

Parade of Many New Tempting Products

Contents on page 3



Smart Dealer Discovers New Market - page 40

60% of Sales Are Made on Saturday! - page 38



11,800 Copies This Month

Newl BURNS Stronger Live Wire

Top to-Bottom Super Tension!

New Locking Type
Top Bracket
New Stronger, Wider Bottom Bar
New Basier-to-Sell Features for
Bigger Profits with BURNS
LUMINUM TENSION SCREENS

Yes Sirl It's the new and improved BURNS "Live Wire" aluminum tension screen made to last a "House-time". You'll find they sell faster and stay sold. Because they're easier to install, easier to open, easier to take down and easier to store, you'll find every BURNS installation makes more customers. BURNS MAKES MORE PROFIT FOR YOU:

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LOUISVILLE, GEORGIA

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BURNS



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NO. 500 CONCAVE SERIES IN REGULAR

AND BLACK ROSE® FINISHES



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TO BE ANNOUNCED SOON



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Weslock creations add distinctive styling to basic dependability, and ease of installation

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Manufactures of Wester Life idential Lands and Builder Hardinas

GENERAL OFFICES

FACTORY

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HUNTINGTON PARK, CALIF.

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with easily-applied, time-saving Double-Waterproofed

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Clint Miller, Clint Miller Building & Realty Co., Akron, Ohio; President of Ohio Home Builders Assn.; National Director of NAHB, says, "Until we started using Celotex Double-Waterproofed Insulating Sheathing, we never knew what it was like to schedule construction with any certainty. Now we find economy of time and costs are almost guaranteed, labor alone being cut over 30%. The speed and ease with which Celotex Sheathing goes up is remarkable. And wet-weather delays are a thing of the past. Even after heavy rains, we're back on the job with little time wasted . . . sure that Celotex has done a job of maximum protection in sealing out damaging moisture.

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Month after month . . . throughout 1955 . . . you'll see the Celotex great new advertising campaign at work for you . . . with eye-catching ads in THE SATURDAY EVENING POST, BETTER HOMES & GARDENS, AMERICAN HOME and many other leading publications . . . plus more impressive ads in front-line builders' magazines. All this helps pre-sell prospects — makes your job easier!

Feature genuine Celotex Insulating Sheathing, Insulating Interior Finishes, and other Celotex products. This name is one of national preference in the field, created by a third of a century of consistent advertising.

Feature the Brand Builders and Architects Prefer ...



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AUGUST, 1955 . . . Tell our advertisers you saw it in SOUTHERN BUILDING SUPPLIES

BUILDING SUPPLIES

806 Peachtree St., N. E., Atlanta 5, Ga.

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News About Manufacturers and Suppliers
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more than 7,000,000 installations and over 100 years of woodworking experience are back of every



air-vented all-wood grid core **FLUSH DOOR**

Imerica's Finest



Flush doors may look alike but only the Paine REZO door has a fully ventilated all-wood grid core to allow rapid stabilization of moisture content throughout the entire door.



No other door on the market is made like REZO with its airvented all-wood grid core mortised into rails and stiles for strength, rigidity and light weight.

Here's the one flush door you can count on to stay sold after it's installed! And there's more to REZO's beauty than meets the eye because, hidden inside the richly grained, hand-matched faces is REZO's exclusive, all-wood grid core-mortised into stiles and rails - that assures light weight, strength and rigidity for a lifetime of trouble-free service. You can't sell a better door at any price ... a door that's backed by more than 7,000,000 installations and over 100 years of woodworking experience.



Designs are limited only by the imagination . . . one of many reasons why architects and builders specify REZO flush doors.

association directory...

Associations serving Building Supply Dealers in Southern and Southwestern states—and served by SOUTHERN BUILDING SUPPLIES

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Arkansos Association of Lumber Dealers — 727 Pyramid Building, Little Rock, Ark. Secretary: E. DeMatt Henderson. Tel. 8283. President: Frank Moore, Newport, Ky.

Building Material Merchants of Georgia — 1050 Ponce de Leon Avenue, N. E., Atlanta, Ga. Counselor: Joseph G. Rowell. Tel. EM 5609. President: Charles W. Peek, Jr., Cedartown, Ga.

Carolina Lumber and Building Supply Association — 114 Builders Building, Charlotte, N. C. Secretary-Manager: E. M. Garner, Tel. FRanklin 6-5541, President: J. A. Kendall, Florence, S. C.

Florida Lumber and Millwork Association — 2218 Edgewater Drive, P. O. Box 7125, Orlando, Fla. Secretary-Treasurer: Mrs. Marie M. Bennett. Tel. 2-3761. President: D. C. Dawkins, Jr., Jacksonville, Fla.

Kansas Lumbermen's Association — Room 212, Farmers National Bank Building, Salina, Kan. Secretary: Marvin Von Fange. Tel. 4607. President: L. J. Wolfe, Mankato, Kan. Kentucky Retail Lumber Dealers Association — Knott Build-

Kentucky Retoil Lumber Dealers Association — Knott Building, Lebanon, Ky. Exec. Vice-President: Donald A. Campbell. Tel. 74. President: W. C. Hale, Hickman.

Louisiana Building Material Dealers Association — 528 Florida Street, Baton Rouge, La. Exec. Vice-President: R. Needham Ball. Tel. 2-4080. President: Ivan M. Foley, New Orleans, La.

Lumbermen's Association of Texos — 304 First Federal Savings Bldg., Austin 1, Tex. Executive Vice-President: Gene Ebersole. Tel. 2-1194. President: W. H. Curry, Waco, Tex.

Middle Atlantic Lumbermen's Association — 1528 Walnut Street, Room 1123, Philadelphia 2, Pa. Executive Director: Robert A. Jones. Tel. PEnnypacker 5-5377, President: Hugh M. Peter, Pleasantville, N. J.

Mississippi Retail Lumber Dealers Association — 607 North State Street, P. O. Box 1968, Jackson 5, Miss. Secretary-Treasurer: E. B. Lemmons, Tel. 3-2077. President: P. V. Graves, Batesville, Miss.

National Retail Lumber Dealers Association — 302 Ring Building, 18th and M Streets, N. W., Washington 6, D. C. Executive Vice-President: H. R. Northup, Tel. NAtional 6757. President: Watson Malone III, Philadelphia, Pa.

Oklahoma Lumbermen's Association — 815 Leonhardt Building, Oklahoma City, Okla. Secretary-Manager: W. M. Morgan, Tel. 7-0338, President: Alfred L. Leonhardt, Oklahoma City, Okla.

Southwestern Lumbermen's Association — 512 R. A. Long Building, Kansas City 6, Mo. Secretary-Manager: G. Kenneth Milliken. Tel. Victor 2265-6. President: C. M. Mc-Allister, Garden City, Kan.

Tennessee Building Material Association — 711 Broadway, N. E., Knoxville 17, Tenn. Secretary-Manager: R. O. Brownlee, Tel. 2-0185. President: Abner U. Taylor, Jackson, Tenn.

Virginia Building Material Association — 3305 Monument Avenue, Richmond 21, Va. Secretary-Manager: Harris Mitchell, Tel. 6-1749. President: E. R. Woolridge, Roanoke, Va.

West Virginia Lumber and Builders Supply Dealers Association — P. O. Box 1589, Fairmont, W. Va. State Secretary: Sam H. Diemer. Tel. 364, President: Paul Butcher, Weston, W. Va.

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A complete line of Reynolds products, including .032" industrial corrugated roofing and siding, standard corrugated roofing and siding, weatherboard siding, rain-carrying equipment, reflective insulation, and others,

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Lintels for BOTH brick and block construction designed to meet Federal, State, and Local building code requirements. Brick lintels in lengths of 24 - 84 inches in 6" increments. Blocks: 30 - 66 in. Can be nested in stacks in any convenient place, even in your yard or on the job. Thousands of both brick and block lintels in use.

ADJUSTABLE STEEL DAMPERS are revolutionary in the building trade! Three bodies adjust quickly and easily to nine standard sizes. Reduces handling, inventory investment, and storage problems Steel eliminates brittleness found in other materials, such as cast iron . . . saves costly breakage in shipping, handling, and installation.

*Patent Pending

Prompt delivery and service aids tight construction schedules. Write for name of your nearest wholesaler and complete specifications.



CAROLINA METAL PRODUCTS. INC.

2222 South Boulevard

Charlotte, N. C.

ROTO TYPE RANCH WINDOWS THE STRENGTH AND RIGIDITY

Hope's Roto Ranch Window shown above costs less than \$50.00 with worthwhile quantity discounts.

NEW! Hope's Roto Type Ranch Windows offer these exclusive advantages:

- Underscreen roto operators open and close ventilators easily, quickly.
- Flat type screens, with bronze wire mesh, need never be touched.
- New, wider muntins are in pleasing proportion to panes - provide unequalled strength and rigidity.
- V May be glazed with standard units of "Thermopane" and "Twindow", eliminating storm sash, or with single panes of sheet or plate glass.
- Ventilators project outward at bottom; awning effect permits ventilation even in rainy

Write for Bulletin 145-SB for Full Information.

HOPE'S WINDOWS, INC., Jamestown, N. Y.

THE FINEST BUILDINGS THROUGHOUT THE WORLD ARE FITTED WITH HOPE'S WINDOWS

AUGUST, 1955 . . . Tell our advertisers you saw it in SOUTHERN BUILDING SUPPLIES



30 years of advertising . . .

back up your every mention of Tenneseal. Several generations of farmers in your area have seen and heard ads on Tenneseal, (just as YOU are now). This continued campaign has been effective. In fact, in a recent poll throughout the South, two and a half times as many farmers preferred Tenneseal as preferred all other brands of galvanized roofing combined.

Tenneseal ads pay off for YOU!

Readily available . . .

An easy sale is no good unless you can deliver fast! That's why TCI has spotted your Tenneseal wholesaler NEARBY. Since Tenneseal orders are frequently BIG ones, you can't always stock enough. A phone call to your supplier, when you run short. will do the trick.

Sell Tenneseal for fast delivery!

The customer will be back . . .

after you've sold him Tenneseal. It's no secret that really satisfied customers will come back for OTHER quality products. Actual use of Tenneseal by farmers over the past thirty years has proved that it lasts longer, with no maintenance. Tenneseal keeps customers satisfied!

You can show them . . .

how easily Tenneseal is installed with the illustrated promotion literature we furnish. A sheet or two of Tenneseal, hanging on the store wall, makes an ideal indoor display on which you can easily point out Tenneseal's many superior features. Sell easily demonstrated Tenneseal! A leak-proof blanket of steel . . .

is provided by Tenneseal. This fourfold protection is important to your customers . . . V-Drains allow rapid runoff of surface water. Snug fitting underlap and overlap drains quickly carry away water blown or drawn into side joints. Three cross crimps and a pressure lip on each sheet of Tenneseal make a water-proof barrier out of each end-joint. Continuous line galvanizing production of Tenneseal gives even distribution of the 1.25 ounce ordered coating, to meet rigid ASTM specifications. Once installed, a Tenneseal roof requires no additional attention. Sell efficient Tenneseal!

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DIVISION

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USS AMERICAN FENCE USS TENNESEAL V-DRAIN ROOFING



WITH NEW "FAMOUS DESIGNER" **CAMPAIGN**

Now you can sell more high-profit





GOOD NEWS FOR DO-IT-YOURSELF DECORATORS



Real wood walls in just one weekend

S YOU CAN HAMMER A MAR you can put up beautiful Plankweld paneling anywhere in your home! Almost nothing you can do for a room will give you such fasting beauty as quickly, so easily and at such

Weldwood Plankweld South States 11 April 10 Oct 10

turner on a supert—Weldmood Plankweld for a typical 12' x R wall costs as little as 800.

zamouses usrame quazarreit Plankweld—and all Weldswood Paneling—is unconditionally guaranteed for the life of your home.

sum courses towar for full-culor hooklet on Weldwood paneling, and for plans on the furniture shown. To see Plankweld and other fine Weldwood products, stop in soon at your neighborhood lumber dealer's or nearest United States Plywood showroom—87 offices in principal cities.

Next month this full-color Plankweld ad featuring famous designer George Nelson will appear in the list of consumer, architect-designer, and builder magazines shown at the right. It capitalizes on the big trend toward decorator-styled rooms, shows how easy it is to put up Plankweld, how many woods are available, tells readers to see you - their neighborhood lumber dealer!

STEP 1: WELDWOOD NATIONAL ADVERTISING



TO BUILD DEMAND!



House & Garden



.house & home



hardwood plywood than ever before!

New 3-step Fall program helps you make more Weldwood sales, and more profit on each sales dollar

STEP 2: LOCAL ADVERTISING AIDS AND PUBLICITY TO DELIVER PROSPECTS TO YOUR YARD!



Plankweld ad mats reinforce national advertising, tell customers exactly where they can get this wonderful wood paneling...at your yard. Send coupon for your mats today!



Publicity stories and pictures of famous designer George Nelson and the "family room" shown tell all about Plankweld, mention you prominently as the man to see for wood paneling!



Plankweld color booklets are perfect for customer bill stuffers, counter top giveaways. They show 5 Plankweld rooms, give step-by-step installation instructions. Send coupon today!

STEP 3: POINT-OF-SALE AIDS TO CLOSE SALES!



Full-color poster of ad shown at the left ties in with national advertising, is a Plankweld "silent salesman" in your showroom. Poster is part of the Weldwood Profit Package—see coupon!



Plankweld display shows how Plankweld clip holds panel firmly to wall. Customers see how overlapping of Plankweld panels hides clips and nails and ends joint problems.



Plankweld demonstrations build customer traffic, show Plankweld advantages to consumers, interior decorators, designers, architects and builders. Profit Package tells how.

SEND NOW

for your Weldwood Profit Package



Weldwood

The best known name in plywood



United States Plywood Corporation Weldwood Bldg., \$5 W. 44th St., New York 36, N. Y. RUSH DETAILS felling me how I can get my Weldwood Profit

Package, I now handle Plankweld do not handle Plankweld



TAX CUTS NEXT YEAR? The Chamber of Commerce of the United States maintains that "Politics aside, there are sound economic reasons for lower taxes—one of them being the probability of a balanced budget in the fiscal year starting July 1, 1956.

"But among the strongest forces pushing tax reductions is the current business boom believed to be safe well into 1956. When personal and business incomes are high, taxes can be cut without reducing revenues. At the same time, lower taxes would provide one of the soundest means of keeping the economy in high gear by giving everyone more money to spend and invest.

One possibility for lowering government expenditures connected with the housing industry is the possibility of combining certain functions of the FHA and VA programs. Industry leaders, Congress, and the American Legion are examining such a proposal.

THE DEMANDS BY LABOR for guaranteed work and pay have inspired the National Assn. of Manufacturers to publish a study entitled "Toward Steadier Work and Pay." Association President Henry G. Riter III cited the giant strides management has made in the last 20 years to eliminate the sharp peaks and valleys of employment that have traditionally been considered normal in business operations.

Riter said that the association's educational program to promote steady work and steady pay was started long before unions came out with the "guaranteed annual wage."

"All this study and effort are paying off," Riter pointed out. "Product diversification, altered production schedules, and more scientific marketing methods are just a few of the means that have proved tremendously effective."

IRONIC TREND OF PUBLIC HOUSING: Not only is it constructed in areas where private builders can construct sufficient units today, but FHA is penalizing appraisals of new private housing built near public housing projects. The latter are believed by Federal officials to "degrade" neighborhoods and lower real estate values.

AIR-CONDITIONING is becoming almost "standard equipment" in some sections. Cloud Wampler, chairman and president of the Carrier Corp., recently stated that retail sales of central residential air-conditioning equipment during the early months of 1955 were approximately double those for the same period last year. Wampler estimated that by the end of next year, some

3,000,000 homes will feature complete or partial air-conditioning. He also predicted an end gradually to the chaotic price situation which has been so characteristic of room air-conditioners.

ANTI-SEGREGATION IN HOUSING — a possibility almost unbelievable in the South — may soon get a shot in the arm through the efforts of Congressman Clayton Powell, Negro from New York City. He is pushing legislation which would require builders using FHA or VA loan programs to sell homes to buyers regardless of creed or color. It is something for building material dealers and their builder-customers to watch.

A cooperative housing project in Charleston, S. C., also is drawing interesting speculation. Containing 1,200 square feet, four bedrooms, two tile baths, and Carrier air-conditioning, each unit sells for \$15,000.

GOOD LEGISLATION to push on the local level is that to ward off increased union influence in political parties. Bills were introduced into state legislatures of Wisconsin, Michigan, and Ohio recently toward this end. Wisconsin passed a bill providing that no union or labor organization "shall contribute any money, or anything of value, directly or indirectly, to any political party, political organization, political committee, or individual candidate, for any purpose whatsoever, or to promote or defeat the candidacy of any person for nomination or election to any political office."

OPERATION — HOME IMPROVEMENT. The nation's run-down housing is now receiving the collective attention of building and allied industries. Realizing that slum problems can best be "solved" by preventing them from developing, these groups have formed a committee to plan an attack on deteriorating homes, known as Operation — Home Improvement.

The committee is composed of representatives from the American Committee to Improve Our Neighborhoods (ACTION), American Institute of Architects, Housing and Home Finance Agency, Mortgage Bankers Assn., National Assn. of Home Builders, National Retail Lumber Dealers Assn., National Lumber Manufacturers Assn., National Assn. of Real Estate Boards, National Paint and Varnish Manufacturers Assn., National Savings and Loan League, Structural Clay Products Institute, U. S. Chamber of Commerce, U. S. Savings and Loan League, and the Producers Council.

Manufacturers are planning to launch such a campaign beginning with January, 1956.

you make BIG profits with SMALL stocks

when you sell... A SPHALI ROOFING

Here's the line-up

Dealers who concentrate on Lion roofing and waterproofing asphalts enjoy a good, steady, profitable business on a small investment. That's because Lion asphalt products have earned wide consumer acceptance, and the complete line is immediately available from all leading building supply wholesalers.

Lion asphalt roofing products are of the highest quality—the result of more than 25 years' progressive research and continually improved manufacturing techniques. They meet or exceed U. S. Government specifications. Unlike many roofing materials, Lion asphalts are carefully desalted to assure low waterabsorption rate. They're superior for steep or flat roofs and for dampproofing and waterproofing applications.

Get full information about handling Lion roofing materials. Fill in and mail the coupon today. No obligation, of course. LION ROOFING ASPHALT For hot application. Most economical covering for roofs of large buildings.

LION ASPHALT ROOF COATING Liquid, ready to use. For new roofs or to preserve old ones.

LION ASPHALT PLASTIC CEMENT* For repair of breaks, cracks and holes in all types of roofs. Also for sealing and waterproofing.

LION ASSESTOS ASPHALT ROOF COATING Surface finish for new roofs, Also recommended for renewing old, dry roll roofing.

LION ASPHALT R. D. PRIMER For dampproofing concrete or masonry. Serves as primer for hot asphalt application.

 LION COLD PROCESS LAP CEMENT Quick-setting, liquid asphalt. Eliminates nails on lower edge of roofing.

.LION COATING NO. 3° Has a high filler content. Especially effective where a tough and abrasionresistant surface is desired.

. LION BLIND NAILING CEMENT Jelly-like asphalt cement for applying roll roofing and for cementing coverings to table tops and kitchen cabinets.

Made under the process of Patent No. 2393774.



LION OIL COMPANY

EL DORADO, ARKANSAS

LION OIL COMPANY EL DORADO, ARKANSAS

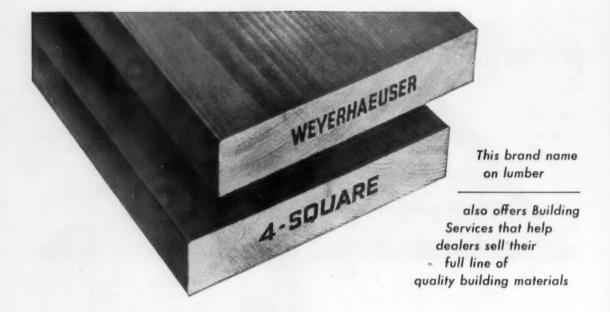
Please send me complete information about your Asphalt Roofing Products and the name of your nearest wholesale distributor.

NAME ____

ADDRESS

CITY____STATE____

SBS-H



How Weyerhaeuser 4-Square

increasing sales with

More and more lumber dealers are using the 4-Square Building Services to sell building prospects—and to increase the sale of every item in their yards. The Services work this way:

People who are interested in building a new home or a farm building read about the Weyerhaeuser 4-Square Home Building Service or the 4-Square Farm Building Service in leading national magazines. These advertisements advise prospects to go to their local Weyerhaeuser 4-Square Lumber Dealer to see scores of professionally designed plans.

Each month thousands of prospects request literature offered in Weyerhaeuser advertising. These people are sent the names of Weyerhaeuser 4-Square Building Service Dealers—while their names are also furnished to dealers for local follow-up.

Many dealers are employing these Building Services because of the help gained in stimulating sales, and in identifying their yards as local building headquarters.

For full information, ask your Weyerhaeuser District Representative about the program, or write to us.

Weyerhaeuser Sales Company

SAINT PAUL 1. MINNESOTA



Dealers are these Building Services





"EVERYTHING HINGES ON HAGER!"

C. Hager & Sons Hinge Mfg. Co. • 139 Victor Street • St. Louis 4, Mo. Founded 1849—Every Hager Hinge Swings on 100 Years of Experience



IT'S NEW ... IT'S BEAUTIFUL ... IT SAVES STORAGE SPACE!

DIO-IORE WALLBOA

One color one side . . . a second color on the reverse side . . . that's the big news in wallboard.

Yes, double-color is yours to offer customers with DUO-TONE, the newest pre-decorated wallboard in the complete Plastergon line.

DUO-TONE is available in 4 colors: twilight rose, ivory, suntan, and seafoam green. And you can have these colors back to back in any conceivable combination for Plastergon makes them all.

Consider what such a color line means to your customers. New decorative schemes are possible. New colors can be added to homes, offices, and displays. Furthermore, you can offer these many colors with less storage space because as few as two different boards can enable you to offer all four colors.

DUO-TONE is four-ply, 3/16" thick and is offered at no increase in price over plain board of the same specifications as our Economy brand. It's available in panels 48" wide and from 6 to 12' long.

SEND FOR SAMPLES TODAY

MAMMOTH, 1/4" pebbled wallboard • PERFECT-O-CELL, 3/16" pebbled wallboard • BUCKSKIN, 1/10" pebbled wallboard DUO-TONE, two colored wallboard • ECONOMY, ivory finish wallboard • EBONY, 1/8" asphalt board • LOCKAIRE, 1/2" and 25/32" asphalic board • LOCKAIRE PAINTCOTE, 1/2" insulating board • BUDGETAIRE, 5/16" insulating board

4 BASIC COLORS—BACK

Seafoam green, suntan, twilight rose, and ivory

6 COMBINATIONS

Seafoam green and suntan—seafoam green and twilight rose—seafoam green and ivory—ivory and suntan—ivory and twilight rose—twilight rose and suntan.

NO PRICE INCREASE

You pay no more for Duc-tone's back to back feature than for plain board.

A COMPLETE COLOR LINE WITH LESS SPACE

Offer all four colors with only two boards. Choose your own combinations—save space.

PLASTERGON PRODUCTS



NLMA Reports 18% Lumber Shipment Gain

For the week ending July 9, lumber shipments of 507 mills reporting to the National Lumber Trade Barometer were 18 per cent above production. These are reports of the National Lumber Manufacturers Assn.

In the same holiday week, new orders of these mills were 26.3 per cent above production. Unfilled orders of reporting mills amounted to 49 per cent of stocks. For the reporting softwood mills, unfilled orders were equivalent to 24 days' production at the current rate, and gross stocks were equivalent to 44 days' production.

For the year to date, shipments of these mills were up 2.9 per cent. New orders rose 4.3 per cent above production.

Compared to the corresponding week in 1954, production was up 46 per cent and shipments up 65.8 per cent. New orders rose 51.2 per cent.

Half-Year Contracts Hit Highest Mark

Half-year contract awards for future construction made history in June in many Southern and Southwestern states, according to reports from the F. W. Dodge Corp.

The highest first-six-month totals ever recorded in this market-analyzing firm's 64 years of reporting on construction news were achieved in Maryland, Delaware, Virginia, District of Columbia, Texas, Louisiana, Mississippi, Missouri, Kansas, Oklahoma, Arkansas, the Carolinas, Georgia, Florida, Alabama, and Tennessee.

In the Middle Atlantic states, the first six-month total was \$1,553,851,-000. Awards for June also were the highest for any June in history, being 28 per cent higher than in June, 1954. Residential construction was up 46 per cent for the six-month period.

In Texas, the total for the first six months was \$763,279,000. The F. W. Dodge district manager, A. W. Kitchens, reported this figure as 26 per cent above the first six months of 1954. June awards also reached an all-time high and exceeded June, 1954, figures by 18 per cent. For the six-month period residential gains were 31 per cent.

In Louisiana and Mississippi, sixmonth construction awards totaled \$381,123,000—43 per cent higher than reports for that period in 1954. Residential gains were reported at 59 per cent.

Construction contract awards for the Missouri-Kansas-Nebraska-Oklahoma area reached an all-time high of \$794,554,000. This figure was up 65 per cent over 1954 figures for the same period. Residential gains were reported at 52 per cent.

These four states also made history in June contract awards, with a total that exceeded the June, 1954, figure by 45 per cent.

The Southeastern states—Georgia, Florida, Alabama, central and eastern Tennessee, and North and South Carolina — reported an all-time high of \$1,384,293,000 in contract awards for the first six months, provided the 1951 Atomic Energy Commission

contracts are excluded. This figure represents an increase of 31 per cent over the first six months of 1954. Residential construction rose 43 per cent.

June awards for future construction in the Southeast also were highest for any June in history. The June total was 36 per cent above figures for June, 1954.

In the St. Louis area, including eastern Missouri, southern Illinois, western Tennessee, and Arkansas, figures for the first six months made history with \$487,410,000 in contract awards. Actually this area would have made only its second-highest mark if \$39,000,000 in Atomic Energy Commission contracts earlier this year were excluded.

June awards in this area were the second highest for any June in history, exceeding the June, 1954, total by 16 per cent.

Retail Sales Up in South and Southwest Yards

The latest report from the National Retail Lumber Dealers Assn. showed that at the beginning of June, total retail lumber stocks were estimated to be 5,371 million board feet, 2.3 per cent below the previous month, but 8.7 per cent above the 1954 figure for the same period.

Sales rose above 1954 figures 20.7 per cent in the West North Central states (including Missouri, Kansas, and others); 19.3 per cent in the South Atlantic states (Delaware, Maryland, West Virginia down to Florida); 21.5 per cent in the East South Central states (Kentucky, Tennessee, Alabama, Mississippi), and 26.6 per cent in the West South Central states (Arkansas, Louisiana, Oklahoma, Texas).

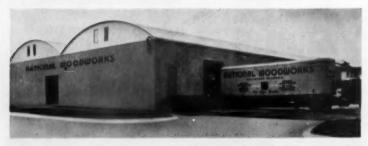
Helping to keep these figures good were the 129,000 housing starts in June — 12,500 more units than for the same period last year.

D-I-Y Market Booms

More and more people are learning to do their own repair work and handle small building projects themselves. Indications now are that the American people will spend \$6,000,-000,000 in 1955 for materials for these Do-It-Yourself projects.

This estimated figure in twice what was spent for the same purpose in 1952—and the largest part of that amount will go directly to retail dealers in building materials.

NATIONAL WOODWORKS TO EXPAND PLANT



National Woodworks, Inc., 2201 29th Avenue North, Birmingham, Ala., has completed a 14,000-square-foot addition to its plant facilities. Increased demand for its National panel windows and ready-hung door units necessitated the addition. The structure has masonry side walls and an insulated metal roof.

Parking facilities are provided at the side.

A Superior Sash Balance For UNIT WINDOW MANUFACTURERS

The
MASTER-MATIC
TRADE MARK

ONE-PIECE COMBINATION SASH BALANCE AND WEATHERSTRIP UNIT

- Much lower in cost than conventional Sash Balances plus Jamb Weatherstripping.
- Cuts installation labor costs.
- Greater Durability.
- Smoother and Easier window operation.
- Maximum Weatherseal.
- Automatic Compensation for sash shrinkage and expansion.
- Adaptable for "Removable Sash".

SILENT FLOCKED SPRINGS

YOUR INQUIRY INVITED

Made by the manufacturers of the famous MASTER NO-DRAFT, the "Original" and "Most Widely Copied" combination sash balance and weatherstrip unit.

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DESTEEL LEAD HEAD NAILS

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NAILS

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THAT CHE COPAN - ATLANTA, GEORGE
ATLANTA STEEL COPAN - ATLANTA, GEORGE
ATLANTA STEEL COPAN - ATLANTA, GEORGE

Now in the new
50 POUND SIZE
Nail Caddy

- Easy to display
- Easy to handle
- Easy to store

Now another DIXISTEEL product comes to you in the popular DIXISTEEL
Nail Caddy—DIXISTEEL Lead Head Nails! And best of all, they
come in 50-pound Caddys, instead of hard-to-handle 100-pound
wooden kegs.

Here are the ideal roofing nails in the ideal package. Put them on the counter where your customers will see them and see if your sales don't increase.

Get a supply from your wholesaler or jobber now.



- Bright or Galvanized
- Seven Lengths: 1, 11/4, 11/2, 13/4, 2, 21/4, 21/2 All No. 10 Gauge

ATLANTIC STEEL COMPANY

P. O. Box 1714 • EMerson 3441 ATLANTA 1, GEORGIA





Builders appreciate the removable

sash feature of VENT-A-WALL Units, because the sash can be removed and stored during the building operation to eliminate glass breakage — saving time, money and trouble.

Painters, too, appreciate being able to remove sash quickly and easily, so that a perfect paint job is possible in record time.

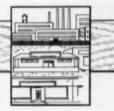
Hold sash while turning levers, and slide sash free from hinge. To replace sash, slide it back on hinge and turn levers back to lock-position.

MANUFACTURED BY

R.O.W DISTRIBUTORS

Kocky Mount, Virginia

TOP NEWS



For Dealers, Wholesalers, Manufacturers

"Cost of Doing Business" Survey Shows Profit Gain in Tennessee

Results of the eighth "Cost of Doing Business" survey of members of the Tennesee Building Material Assn. reveal that although Operating Expense is higher than last year and Mark Up is lower, the Operating Profit actually is 0.5% higher than in 1953.

All figures are based on information furnished by 75 retail building material dealers on their operating expenses and profits during 1954. William C. Henry, professor of accounting, University of Tennessee, and William T. Chaffin, C. P. A., who supervised the survey, point out in the introduction that the sampling was voluntary and does not necessarily reflect exact conditions throughout the state. But past experience has proved these surveys excellent guides to the true business picture of the industry.

Averaged figures for all reporting yards showed that Cost of Merchandise accounted for 76.2% of total sales. This figure started at 72.0% in 1949 and rose to 77.0% in 1953, dropping for the first time in 1954.

Gross Profit accounted for 23.8% of sales in 1954, compared to 23.0% in 1953. Operating Profit averaged 3.9%, compared to 3.4% in 1953. Operating Expense was 16.3%, rising 0.2%; Balance Before Cost of Management, 7.5%, rising 0.6%; Mark Up, 36.1%, dropping 0.2%.

The 1954 figures showed a 7.5% increase in sales; 15.1% increase in accounts receivable, and 0.2% decrease in inventory.

The highest profit before income taxes reported by any one dealer was listed at 12.3%; the lowest, 3.9%.

The most spectacular rise in net operating profit was in the smallest volume classification, where neither average mark-up on cost nor inventory turnover changed greatly. In this category — yards with net annual sales of under \$175,000 — profits rose from 0.80% in 1953 to 2.44% in 1954. This increase seems to be caused by decreased shop expense.

In the highest net sales bracket — \$430,000 and over—profits increased from 3.59% to 4.86%.

In the other two groups, they dropped. Net profits in the \$175,-000 to \$270,000 class dropped from

2.97% to 2.44%, and in the \$270,000 to \$430,000 class, from 4.09% to 3.43%.

Another unusual development showed up in the analysis by size of city in which the yard was located. All four categories showed increases except the next to highest — in the 20,000-to-40,000-population group, profits dropped from 1.32% to 0.04%! Large increases in yard, selling, and administrative salaries seem to account for this drop.

In the other cases, a more active inventory and maintenance of substantially the same mark-up—sometimes assisted by decreased shop expense—usually resulted in a higher percentage of net operating profits.

An interesting profit calculation,

in proportion to the relative size of the shop, reveals an inverse relationship between profits and shop size. Some 14.3% of the firms with no shop had over 10% net profit, and none of these firms operated at a loss. Only 2.5% of the firms with large shops had over 10% net profit, and 12.5% of these firms operated at a loss.

In the middle category, 4.76% of the firms with small shop operations were in the over-10%-profit bracket; and 4.76% of these firms operated at a loss. The only firm operating a large shop and earning over 10% profit had quite a high sales volume.

Farm Loans Guaranteed

Congress has passed and sent to the President a bill amending the Servicemen's Readjustment Act authorizing farm housing loans to be guaranteed or insured under the same terms as urban housing. The

ALUMINUM PRODUCTS CO. BUYS KESKO FIRM



William Hopkins, right, chairman of the board of the Aluminum Products Co., Houston, Tex., signs the final agreement completing the purchase of Kesko Products, Inc., Bristol, Ind. Ward P. Kessler, left, former president of the Bristol firm, becomes president of Aluminum Products.

The consolidation of these companies into one ownership makes Aluminum Products Co. one of the nation's largest producers of aluminum windows. Plant expansion programs in both Bristol and Houston are being developed.

proceeds of the loan could be used for the following purposes:

(1) To purchase a farm on which there is a farm residence to be occupied by the veteran as his home.

(2) To construct on land owned by the veteran a farm residence includ-

ing garage, etc.

(3) To repair, alter, or improve a farm residence owned by the veteran and occupied as his home.

FHA to Centralize **Product Acceptance**

The Building Research Advisory Board at a special meeting on June 28 in the National Academy of Sciences, Washington, D. C., advised Federal Housing Administration officials on the formulation of a detailed working plan to centralize new-product acceptance procedures. Until recently these have been delegated among FHA's 76 regional insuring offices.

The BRAB meeting was requested by FHA Commissioner Norman P. Mason to discuss how FHA could speed up the approval of new building products for FHA-insured hous-

For the past year FHA has attempted this by having product-approval requests, which are submitted to its regional insuring offices, referred to the Washington office. This has resulted in a backlog of work. BRAB emphasized that:

(1) FHA must retain the full responsibility for acceptances;
(2) FHA must be responsible for

the procedures leading to acceptances

(3) FHA's procedure to perform the above work was not yet clearly defined; and

(4) The present technical staff at FHA is too small to perform the

work indicated by such a proposed program.

The discussion also brought out suggestions for classifying products and methods of establishing standards and tests for new products.

ERAB pointed out to Commissioner Mason and to Neil Connor, director of FHA's Architectural Standards Division, that:

(1) New building products grouped themselves roughly into two distinct classes: (a) those which are similar to, or which may be further developments of, products now marketed and for which test procedures and technical criteria are established, and (b) new products relatively unlike existing products, and which therefore may require new testing procedures or the establishment of cri-

(2) There are many technical organizations in the United States that establish standards and criteria and named as examples are the Construction Specifications Institute, American Standards Association, American Society for Testing Materials, Government Specifications Board, National Bureau of Standards, Department of Commerce Commercial Standards, and the Forest Products Laboratory of the Department of Agriculture.

(3) Initiation of requests for product acceptance should rest with the manufacturer who should also be responsible for defining criteria which his product should meet and should subject it to all necessary

tests.

(4) Final responsibility for decision on all aspects of product acceptance must rest with the FHA.

(5) BRAB is the only existing organization which could bring together experts on the problems, provide advisory services, and integrate the knowledge needed when new products call for the development of entirely new criteria.

Pack River Sales Co. Announces Name Change

The Pack River Sales Co. of Spokane, Wash., has announced the change of its name to Pack River Tree Farm Products.

The change was made to indicate the type of sales service offered and because the lumber manufacturing firms represented are gradually broadening the field of wood products manufactured, according to J. M. Brown Jr. and L. V. Brown, the prin-

cipals.

The firm manages the sales for the Northwest Timber Co. of Gibbs, Ida.: Pack River Lumber Co., Sandpoint, Ida.; Thompson Falls Lumber Co., Thompson Falls, Mont.; Creston Sawmills Ltd., Creston, British Columbia: Ellersick saw mill at Bonners Ferry Ida., and the Mead, Wash., sawmill of the Mobilhomes Corp. of Spokane. One of these, the Pack River Lum-

ber Co., has been constructing a \$750,000 plant to manufacture a new type interior particle board from sawmill slabs and edgings. It soon will appear on the market, with sales being handled by Pack River Tree Farm Products.

The wood research laboratory at Sandpoint recently announced a staff addition. Henry F. Gauss, for the past 30 years a member of the faculty of the University of Idaho, is now

assistant research engineer.

Steel Kitchen Month

Kitchen equipment distributors and dealers throughout the nation in September will jointly stage the second annual Steel Kitchen Cabinet Month.

Sponsored by the Steel Kitchen Cabinet Manufacturers Assn., whose membership represents more than 90 per cent of the industry's production, this promotion will be carried out on both national and local levels. Special display material has been prepared for dealers, including banners heralding Steel Kitchen Month, small pennants pin-pointing the individual advantages, and other advertising aids.

SOUTHERN SASH OF FLORIDA IN NEW BUILDING



New headquarters for Southern Sash of Florida is this modern concrete block and aluminum building in Hialeah. The 35,000 square feet of floor space provide sales offices and warehousing for Ualco aluminum windows, Sasheo tension screens and storm sash, and other products. This is one of the 12 strategically located Southern Sash sales offices and warehouses. Fred Haunsz is Florida manager.

HHFA Evaluates 18 Wood-Framing Systems

A comparative analysis of 18 different wood-framing systems, to determine the relative economy and efficiency of each system for singlefamily homes, is provided in Housing Research Paper 33, "Materials and Labor Analysis, House Framing Systems," just published by the Housing and Home Finance Agency.

The illustrated, 125-page report may be purchased for 65 cents from



<u>Certain-teed</u>

WOODTEX.

SHINGLES

for a roof
that harmonizes
in taste and
appearance



Edgemere Apartments, Dallas, Texas, roofed with Certain-teed Woodtex Asphalt Shingles. Architect: Beryl Stegall. Builder: Laughlin & Silver.

Certain-teed Woodtex is not only the most beautiful asphalt shingle made. It is also tough, heavy and longer wearing.

Laughlin & Silver, prominent builders, of Dallas, Texas, have this to say about Woodtex:

"When we were formulating plans for our Edgemere Apartments, we wanted a roof that would harmonize in taste and appearance with the beautiful buildings we were planning. After mature consideration we decided upon Certain-teed Woodtex, in Green Blend. "... Four years have elapsed, and we are happy to state that the roof is as beautiful as the day it was applied. Not once have we had any semblance of trouble—no blow-up troubles, no color variations, nor any of the other difficulties that often beset a roof in this area."

Certain-teed Woodtex Shingles owe their beauty first to their brilliant range of colors and pastel blends; second to the genuine raised grain texture and deep shadow line that simulate the appearance of hand-split wood shingles. Woodtex Shingles are heavy, massive. The unique built-up graining acts as reinforcing ribs which add strength, rigidity, weight, and wind resistance. And the extra layer of fire-resistant mineral granules gives still further weather protection.

With beauty that can take a beating from time, wind and weather, Certain-teed's exclusive Woodtex is a shingle it will profit you to carry for both residential and non-residential construction. See your Certainteed representative, or write direct.

Certain-teed



CERTAIN-TEED PRODUCTS CORPORATION

ARDMORE, PENNSYLVANIA

EXPORT DEPARTMENT, 100 EAST 42ND ST., NEW YORK 17, N.Y.

ASPHALT RODING * SHINGLES * SIDING * ASBESTOS CEMENT SHINGLES

GYPSUM PLASTER * LATH * WALLBOARD * SHEATHING * ROOF DECKS

FISE ROLAS BUILDING INSULATION * ROOF INSULATION * SIDING CUSHION
PAINT PRODUCTS—ALKYD & LATTZ * CASEIN * TEXTURE * PRIMER SEALER

Quality made Certain . . . Satisfaction Guaranteed

Superintendent of Documents, Government Printing Office, Washington 25. D. C.

The purpose of the report provides architects, engineers, and builders with comparative technical and cost data as a guide in making sound judgments in selecting wood structural systems, components, and elements of dwelling design and construction. Such data, the report states, will help building technicians to take full advantage of the physical properties of materials without waste, and should also promote efficiency in assembly.

Research for the report was undertaken by the University of Illinois Small Homes Council.

personnel parade

Atlas Plywood Corp. . . . ALFRED M. BLAKESLEY is new sales manager of the flush door department, with offices in Boston, Mass. He organized and headed the Culler Furniture Co., which was purchased by Atlas in 1948, when Blakesley entered the Atlas organization in charge of the Laurel, Del., plywood plant.

Celotex Corp.... Directors recently elected Gerrard Snyman vice-president in charge of foreign operations. Since 1951 he has been managing



BENJAMIN T. CARDINAL has been appointed managing director of the Fir Door Institute, Tseoma, Wash. Previously Cardinal was Mid-West field representative for the Donglas Fir Plywood Assn. He is a graduate of the Yale School of Forestry and has had eight years' experience in the wood products field.

director of Celotex Limited, the English subsidiary.

California Redwood Assn., OWEN T. STEBBINS is now promotion manager. He joined the association in 1951 as a field representative in the trade promotion division.

Structural Clay Products Institute... Rear Admiral Joe W. STRYKER has been appointed executive director. From his Washington, D. C., headquarters, he will coordinate various SCPI departments and maintain close liaison with manufacturers.

Globe American Corp. . . . This Kokomo, Ind., and Macomb, Ill., firm has announced the appointment of Fred W. Rexford as general sales manager for its line of built-in electric and gas ranges, ovens, and automatic water softeners. He also is responsible for other household appliances and farm equipment to be produced by Globe. Recently appointed Southern division sales manager is John C. Hughes, who makes his headquarters in Atlanta, Ga.

Arthur Cox and Sons... This manufacturer of Glide-Master sliding door and wardrobe hardware announces the appointment of HEROLD (SWEDE) LARSEN as national sales manager. His career in the building materials field includes service with the Johns-Manville Sales Corp. and the Building Products Division of the Reynolds Metals Co.

Lone Star Cement Corp. Expands Five Plants

The Lone Star Cement Corp. has announced expansion of two Southean plants and three other plants in a \$27,700,000 program.

C. Wilbur Marshall, vice-president of the Virginia division, announced from his Richmond headquarters that the Botetourt County plant will add a fourth kiln and expand other facilities. This enlargement program will add 800,000 barrels annually, doubling its original capacity.

This expansion will be finished early next year and will bring better service to customers in Virginia and North Carolina.

Alabama operations will be increased by expansion of Lone Star's Spocari plant. Walter F. Law, vice-president in charge of Alabama operations, said this expansion will provide a 50-per-cent increase in products for Alabama and Louisiana markets. It will include addition of a kiln, cooler, dryer, raw and finish grinding equipment, clinker storage, loading facilities, and incidental installations.

These newly-announced moves, along with expansion of the Nazareth, Pa.; Bonner Springs, Kan., and Greencastle, Ind., plants, will boost production of Lone-Star's 18 plants to 37,860,000 barrels a year.



WILLIAM C. FOSTER became an executive vice-president of the Olin Mathieson Chemical Corp. on August 1. To assume this new position he resigned as president of the Manufacturing Chemists Assn. He also is a former deputy secretary of defense; former head of the Marshall Plan with cabinet rank and title of Administrator for Economic Cooperation; deputy U. S. special representative in Europe for ECA with rank of ambassador extraordinary and plenipotentiary, and deputy administrator of ECA. Before joining the Federal government, Foster had been president of the Pressed and Welded Steel Products Co.

Dickey to Increase Clay Pipe Production

A long-range program of plant expansion and modernization will be launched by the W. S. Dickey Clay Manufacturing Co. this summer that will increase clay pipe output by its plants at Texarkana, Tex., and Pittsburg, Kan., by 40,000 tons a year. Improvements at these plants will cost \$1,500,000, according to President H. P. Wilhelmsen, who announced approval of the expansion by the board of directors.

New facilities at the Texarkana plant will include installation of additional grinding and tempering equipment, a new horizontal extrusion machine, new drying rooms, and one straight-line tunnel kiln. They will increase output 20,000 tons

a year.

Additional drying rooms and a straight-line tunnel kiln will be provided at the Pittsburg plant to hike production by 20,000 tons a year.
Work on both plants is expected to



President of Guaranty Loan & Real Estate Co. West Memphis, says "Cenwood Window Units help us sell our houses. They meet AWW1 spec's and U. S. Dept. of Commerce commercial standards for quality of wood and construction, preservative treatment and minimum air infiliration."

They withstand time and weather for the life of the home."

Two typical houses in lovely Avelon Heights, West Memphis, Arkansas. When completed, this development of comfortable homes will encompass 640 acres.



COMPLETE WINDOW UNITS

equipped with MONARCH METAL WEATHERSTRIP

"In our Avalon Heights project, where the houses run from \$9,200 to \$30,000 we feel the window units are of major importance" says Mr. Rich. "That's why *Cenwood* windows with Monarch weatherstrip helps us to give the home buyer exceptional quality and construction.

"Also important to a builder are the savings in time and ease of installation. The *Cenwood* units, delivered complete and ready to install in the rough openings reduce time and labor to a minimum and effect a saving that we like to pass on to the home owner."

Builder, Dealers and Jobbers are unanimous in saying that Complete Window Units equipped with Monarch Metal Weatherstrip save money by eliminating on-site assembly, prevent waste of materials, reduce dealer handling and inventory investment, and give the owner more for his money.

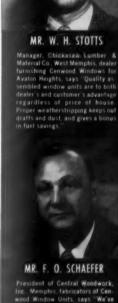
Ask Your Millwork Jobber For Complete Details



Published in the interest of better and more economical building construction.

METAL WEATHERSTRIP CORPORATION

6343 ETZEL AVE. . ST. LOUIS 10, MO.



built over 100,000 Cenwood windows with Monarch weatherstrip. Mr. Rich knows with Cenwood units his homes are correctly weatherstripped for winter, and are ideal for summer air conditioning." be completed by early 1956.

A second phase of the expansion program will be a new plant to supplement pipe production of the Dickey plants in the Birmingham and Chattanooga territory. The Dickey research and engineering departments now are developing new processing techniques for this plant.

Replacement of the oldest Dickey plant at Saspamco, Tex., with a modern production facility will be the third step in the expansion pro-

gram.

During the past two years, the W. S. Dickey Clay Manufacturing Co. has installed horizontal extrusion equipment at all its plants for the production of longer and stronger

pipe.

Better facilities also have been installed to turn out longer lengths of larger sizes of pipe. The company's sixth and newest plant was completed in December '53 at Meridian, Miss.

Plywood Institute Raises Grade Standards

New qualification rules for the HPI label were approved at the summer meeting of the Hardwood Plywood Institute in Atlanta, Ga., June 16-17.

The main feature of these rules is an even higher performance average than the 10-cycle soak and dry test for type II plywood previously in effect. To assure highest quality, HPI mills must begin an accelerated testing and quality-control inspection program when a mill's performance falls below 80 per cent of 15 cycles.

Richard D. Behm, HPI trade promotion director, described three promotional plans for lumber dealers. The first is the idea of promoting wall paneling to match flush doors. Another involves the compilation of a bibliography of Do-It-Yourself plans to be placed in retail stores, and the third is a promotional kit playing up the theme of modernization with hardwood plywood.

Tri-State NBMDA Meet

Building material distributors in Louisiana, Mississippi, and Alabama will convene at the Edgewater Gulf Hotel in Gulfport, Miss., August 18 to determine whether they want to organize a local meeting group. This initial meeting is sponsored by the National Building Material Distributors Assn.

A second purpose of the meeting is to discuss mutual problems and review progress of NBMDA. Gordon T. Hampton, Building Products Co., Baton Rouge, La., will act as temporary chairman of the some 25 wholesalers expected to attend.



LEONARD C. NIESE is now advertising and sales promotion manager for building materials for Bird and Son, Inc., East Walpole, Mass. He joined the firm in May, after being associated with a carpet manufacturing firm for five years. He is a graduate of Pratt Institute.

Private Slum Efforts Recognized by NAHB

The National Assn. of Home Builders in Washington, D. C., recently presented a series of 12 awards to individuals and local affiliated home builders associations in recognition of their outstanding achievements in combating slums through private enterprise.

Manny Delugach, Memphis, Tenn., chairman of NAHB's "New Face for America" Committee, who made the

presentations, said:

"The work of these associations and individuals constitutes clear proof of the progress that can be made in clearing out slums and rehabilitating blighted areas when private enterprise sets its mind to the job. If more individuals, associations, and cities will join whole-heartedly in this 'New Face for America Campaign' we'll lick the slum problem in a comparatively short time.

"Otherwise, the slum situation will lick America."

The awards of bronze plaques

were made as follows:

For outstanding association leadership in development of city programs to deal with the slum problem: Ohio Home Builders Assn., Columbus; New Jersey Home Builders Assn., Trenton; Chicago Home Builders Assn.; Home Builders Assn. of New Orleans; Home Builders Assn. of Memphis, and Home Builders Assn. of Corpus Christi,

For the organization of private business groups to attack the slum problem (name of business group in parentheses): Columbus (Ohio) Home Builders Assn. (Associated Builders Corp.); Richmond (Va.) Home Builders Assn. (Richmond Housing Rehabilitation Corp.); Cleveland (Ohio) Home Builders Assn. (Private Enterprise Redevelopment Corp.), and the Home Builders Assn. of Metropolitan Washington (Washington Urban Redevelopment Corp.).

For leadership in the "New Face for America" program: Alan E. Brockbank, Salt Lake City Utah, first Chairman of the New Face for America Committee, and past-presi-

dent of NAHB.

For the development of city programs relying on local resources and initiative:

Frank A. Kelly, director, Department of Slum Rehabilitation and

Prevention, Miami, Fla.

Kelly, whose Department of Slum Rehabilitation and Prevention, established in October, 1952, was the first one of its kind in the United States, was cited for his outstanding job in attacking the Miami slum problem. Of the six areas designated as slums within the city limits, two have been completely eliminated, and rebuilt by private enterprise; a third is nearing complete rehabilitation.

Improvements also have been made in the other areas.

Expands Cement Plant

Smith W. Storey, president, recently announced that directors of the Consolidated Cement Corp. have authorized construction of a new portland cement plant at Paulding, Ohio.

This plant will have an annual productive capacity of about 1,250,000 barrels of cement. Scheduled to begin production early in the fall of 1956, the plant will be located on the site of the company's limestone quarry that supplies limestone for its present Cement City, Mich., plant.

Boosts Brick Production

The Key-James Brick Co. has a new 450-foot Harrop tunnel kiln, installed in a \$400,000 expansion program.

The new tunnel kiln has a capacity of 20,000,000 brick annually, bringing the total output of the Key-James plant to more than 32,000,000 brick. This production is above the Chattanoga, Tenn., brick requirements, and the firm will seek other markets to assure full-time operation.





GOLD COAST CHERRY BY MENGEL

CUT FROM OUR OWN EXCLUSIVE TIMBERING CONCESSIONS



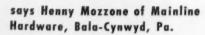
Now Mengel has done it again with Gold Coast Cherry—the newest addition to our extensive line. In a few short months, Mengel Doors in rotary-cut Gold Coast Cherry have bounded to sensational popularity!

The price? Strictly competitive! And when you consider the economies of finishing, doors of Gold Coast Cherry are actual *money-savers*: One finish-coat on their smooth, close-textured surfaces is better than two coats on many other woods.

Traditional Mengel quality and Guarantee — greater beauty — low cost! Don't take our word for it. Order an inspection lot from your distributor, and see for yourself bow beautiful rotary-cut Gold Coast Cherry is!

Door Department, THE MENGEL CO., Louisville 1, Ky.
World's Largest Manufacturer of Hardwood Products
(Mengel Permanized Furniture, Doors,
Kitchen Cabinets, Wall Closets)

"You can sure feel the difference!"



Mr. Mozzone ran several cuts on four well-known, but unidentified, brands of single-strength window glass. Each was marked A, B, C or D. He picked brand D every time. "You can sure feel the difference—this brand is by far the easiest to cut!"

Brand D was L'O·F. This is no isolated case. 28 out of the 30 dealers who took this "Blindfold Test" picked L·O·F!

L·O·F Window Glass is easier to cut into big pieces or little pieces. It's easier to cut into angled or curved pieces. You can even cut off narrow strips with a light, easy stroke.

L·O·F cuts easier because it is annealed more slowly, more patiently. That makes it less brittle and more "even" in structure—so it's a safer buy tor your customers, too.

TRY THE "BLINDFOLD TEST" YOURSELF!
Cut L-O-F first, last, or in between the other
brands. Run any kind of a cut you want You'll

brands. Run any kind of a cut you want. You'll see why you have fewer bad cuts, less waste and more profit with L·O·F.

Call your nearest L·O·F Distributor. These local businessmen are listed under "Glass" in the

yellow pages of phone books in many principal cities throughout the country. And send for your free booklet—"For Greater Profits in Window Glass."

Write Libbey Owens Ford Glass Company, 608 Madison Ave., Toledo 3, Ohio.



LIBBEY-OWENS-FORD the easy-to-cut WINDOW GLASS



Now available to you

NEW, Free Merchandiser



- to display your USS CREOSOTE literature
- to remind your customers that you are Headquarters for Pressure-Creosoted Wood

This attractive displayer, just made available by United States Steel, is an eye-catching merchandiser that will remind your customers that you sell pressure-creosoted wood. It also holds a supply of give-away folders, designed to tell farmers and ranchers how, where and why to use pressure-creosoted wood.

Free folders available with displayer

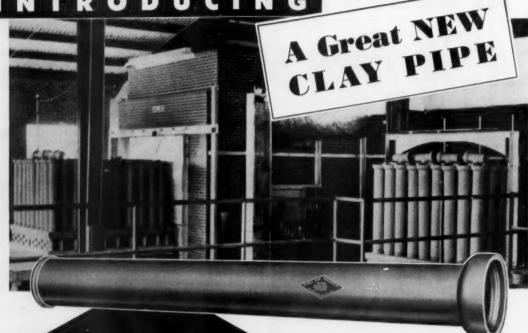
- FENCE PLANNING SAVES... | explains in detail how a farmer or rancher should plan his entire fence layout to get the best advantage from every field and pasture. It also illustrates how pressure-creosoted posts save money.
- FENCES THAT PAY... gives clear, concise steps on how to erect a good, long-wearing fence. The number of posts, the depth of post holes, the kind of wire and the size of gates are only a few of the points illustrated.
- BUILD AND SAVE... is another free United States Steel folder. Many steps vital to the construction of good pole-frame buildings are described in it, along with the advantages of using pressure-creosoted wood.

The merchandiser and folders are distributed by treaters who supply farm lumber pressure-creosoted with USS Creosote. Send in the coupon and it will be forwarded to your nearest treater using USS Creosote.

| Agricul | tural | Exte | ensi | on Se | ction | |
|---------|-------|------|------|-------|--------|-------|
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| Room | 4785, | 525 | Wi | lliam | Penn | Place |
| Pittsbu | rgh 3 | 0, P | or. | | | |

Please have the nearest treater using USS Creasate send me a free merchandiser, and a supply of give-away folders.

UNITED STATES STEEL



PLUM-TITE OCONEE

Stock OCONEE'S PLUM-TITE vitrified clay pipe . . . It is a money maker . . . It does a great and cost saving job for building contractors and plumbers . . .

From OCONEE'S new ultra modern plant and tunnel kiln comes a great new product . . . It's the South's first clay pipe in the new, longer 4foot lengths that cut the number of joints in half. . . . This saves your customers' time and money . . . PLUM-TITE, by OCONEE, has years of acceptance behind it plus the new demand created by this new improved plumber and builder pipe . . . PLUM-TITE . . .

L-O-N-G-E-R 4-foot lengths!

STRONGER Extra strength!

FEWER JOINTS

Saves money when installed

For more information, write: Oconee Clay Products Company, Milledgeville, Georgia.

CLAY PRODUCTS COMPANY MILLEDGEVILLE GEORGIA

OC-1154-65

30



meadow Community, Pikesville, Md. In all, 120 homes will be built here on a 72 acre area. Each home will have approximately 42 squares of Flintkote Tapered Strip Shingles. Houses sell from \$33,000 to \$45,000. Korb Roofers, Inc., of Maryland are the Roofing Contractors.

"Flintkote Roofing helps sell the house,"

says Mr. Gordon Sugar, designer and builder of the beautiful LONGMEADOW Development

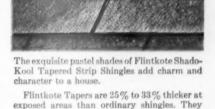
"Today roof color is very important in selling a modern type ranch house," explained Mr. Sugar. "For the large roof area is one of the first things a prospect sees.

"So we decided to really dress the roofs of our Longmeadow Development. To make a wonderful first impression! And to do this we selected Flintkote Tapered Strip Shingles. In those beautiful light pastel colors.

"As for the long-lasting protection! Flintkote Shingles have always been well known for that, too!"

Designers, architects and builders in every section of the country evidently agree with Mr. Sugar. For the trend to Flintkote roofing is even more pronounced than ever.

Sell Flintkote roofing for new and existing houses. You'll find it readily acceptable...and profitable. And it will help insure your reputation for quality.



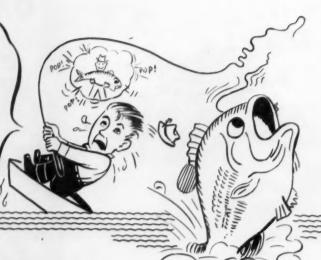
are constructed to lie flat for better protection.



THE FLINTKOTE COMPANY. Building Materials Division, 30 Rockefeller Plaza, New York 20, N. Y.



"!!! I Could've Landed the BIG One - IF I'd Had a STRONGER LINE!"





You're right! It takes a good, strong line to pull them in . . . whether it's fish or customers you're trying to land. So, if you aren't bringing in the big ones with your present line, switch to the complete JACK-SON line of Automatic Gas and Electric Water Heaters, Electric Floor Furnaces and Hydro-Pneumatic Pump Tanks . . . and watch your sales and profits climb!

This is no "fish story." There is a TRE-MENDOUS customer demand for Jackson products... and we believe you'll make a "good catch" of satisfied customers when you stock and sell the JACKSON line. Write, wire or phone for complete information on this sturdy, strong-pulling line.

Distributed Through Wholesale Channels Only

W. L. JACKSON MANUFACTURING COMPANY
1222 EAST 40TH STREET CHATTANOOGA 7, TENN.



SALES REPRESENTATIVES

L. O. LEDFORD, Sales Agency 311 Chickamauga Avenue Rossville, Georgia Telephone 89-5554 CARL A. SCHOLLE 3517 Hanover University Park Dallas 25, Texas Telephone EMerson 4228 J. A. LLOYD, Factory Sales Agent* 375 Whitehall St., S. W. Atlanta, Georgia Telephone LAmar 1977 J. A. LLOYD, Factory Sales Agent* 2506 Lucane Street Charlotte, N. C. Telephone FRanklin 5-8258

*WAREHOUSES AT THESE LOCATIONS

THESE BUILT IN FEATURES MAKE

[STANLEY] steel garage doors

EASY TO SELL, PROFITABLE TO HANDLE

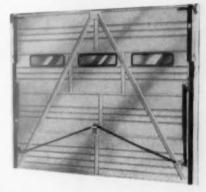


THE NEW LOOK The distinctive appearance of the Stanley Steel Garage Door sets it apart immediately from all others. You can see careful planning in the arrangement of the horizontal lines, in the architecturally correct spacing of the light openings. The architect has added modern beauty to a functionally engineered door.

SEALED IN PROTECTION The face of the door is manufactured of heavy, 24-gauge steel sheets, electro-galvanized and Bonderized. In addition the door is primed coated with a corrosion-resistant, zinc chromate primer. Result: sealed-in, long lasting protection of the steel and a beautiful, satin-smooth base for the finish paint coat.

LIFTS EASILY AND QUIETLY All hardware is made by Stanley, the name most respected for quality in the industry. From the knee-level cylinder lock and handle to the large coiled, oil-tempered springs and floating action bearings, you sell maintenance-free service and satisfaction.

BUILT IN STRENGTH 18-gauge steel reinforcing members—zinc coated, Bonderized and prime-painted—give truss-like strength to the steel face. All joints are welded. There are bronze bushings or ball bearings at all bearing surfaces. Each door is weatherstripped at the top, bottom and sides—giving all around protection.





6 COMPLETELY PACKAGED

Individually carton-packed, these doors are easily handled, easily stored. With this additional protective measure the surface will remain flawless during shipment, in storage and on the job site.

STANLEY STEEL GARAGE DOORS

Are available in four standard sizes: 8' x 7', 9' x 7', 16' x 7', and 18' x 7'. For more detailed information on why the Stanley Steel Garage Door can make a big difference in your sales, write to us today.

DISTRIBUTORS:

Distributorships are available in certain localities. Write today for further information.

MANUFACTURED BY

SOUTHERN STATES IRON ROOFING CO.

General Offices, P.O. Box 1159, Savannah, Georgia

AUGUST, 1955 . . . Tell our advertisers you saw it in SOUTHERN BUILDING SUPPLIES

Insulite Roof Deck cuts on this 2500

They cut exposed beam ceiling costs 19¢ per sq. ft. Arthur Pomponio, president (right) and Victor Marianni, supt., of M. Pomponio and Sons, Arlington, Va., were quick to recognize the growing appeal of exposed beam ceilings. Here's how Insulite's new 3-in-1 product-roof deck, roof insulation and finished ceilinghelped them capitalize on this trend by offering exposed beam ceilings at less cost.

1. It's roof deck . . . Two by eight foot units cut application time as much as 45%. On Pomponio's first job, six workmen started laying 2500 sq. ft. of Roof Deck at 7 a.m. At 3:30 p.m. they had a watertight roof—a complete built-up roof with the exception of final mopping and spreading of granules-and the ceiling was done, tool Roof Deck also reduces waste-only 11/2% remained after this first job.



Special Memo to dealers:

To help you sell builders on tested ways to build better for less, Insulite runs big, two-page "case history" advertisements like this every month in these major building publications: AMERICAN BUILDER, PRACTICAL BUILDER, HOUSE AND HOME, NAHB CORRELATOR ...

another example of how INSULITE helps you sell INSULITE



Build better and

Send for complete information now! Actual on-the-job pictures and construction details show how to use new Insulite Roof Deck to build better for less. Write Insulite, Minneapolis 2, Minnesota.

costs \$475 sq. ft. job

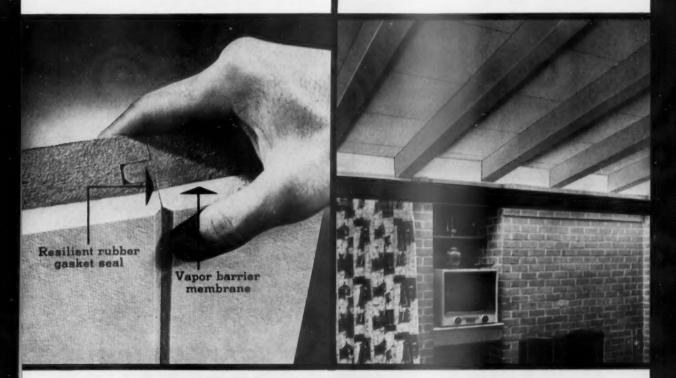


The Trendsetter Home, Lake Barcroft Estates, Fairfax County, Va. Builder: M. Pomponio and Sons, Inc., Arlington, Va. Architect: Edward Pitt, A.I.A., Arlington, Va.

2. It's insulation with vapor barrier ...

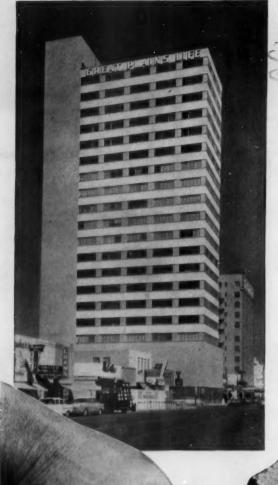
No need for other insulation. Roof Deck meets heat loss requirements for roof and ceiling construction. Exclusive vapor barrier protects against condensation within the unit. Absorbs sound better than wood or plaster. And it's tough. Pomponio's Victor Marianni reports no noticeable deflection or surface impressions even after heavy wheelbarrow traffic.

3. And finished ceiling . . . The underside of Insulite Roof Deck is finished with a white flameresistant surface at the factory. Lay Roof Deck over pre-finished beams and ceiling is done. No need to plaster, paint, stain or wax. First Pomponio job required no clean-up or touch-up after deck was down. New Insulite Roof Deck is available in 2'x8' units, 11/2", 2" and 3" thick, with or without exclusive vapor barrier.



save with Insulite Made of hardy Northern wood

INSULITE DIVISION, Minnesota and Ontario Paper Company, Minneapolis 2, Minnesota





...said the Masons, who used 1200 barrels of Lone Star Masonry Cement on this modern, 20-story office building in Lubbock, Texas, said to be the tallest between Fort Worth and Denver and El Paso and Oklahoma City.

Masons are always pleased when they see Lone Star Masonry Cement on the job. They go for its rich, smooth plasticity, the way it carries sand, the ease with which it works under the trowel and spreads to a smooth bed and full joint.

Contractors appreciate the economy of this ready-touse masonry cement, which saves money because there is one less cementing material to handle, and assures greater uniformity, because there is one less variable in proportioning.

Architect and Owner appreciate the attractive appearance of weathertight walls, assured by the strength and soundness, low absorption, high water repellency and low shrinkage of this always-uniform Masonry Cement.

For it is Lone Star quality, through and through—and that means outstanding performance, every time!



GREAT PLAINS LIFE INSURANCE BUILDING
General Contractor: B M F P CONSTRUCTION CO.
Architect: DAVID S. CASTLE, Abilene

Lone Star Masonry Cement from LUBBOCK BUILDING PRODUCTS —all of Lubbock, Texas, except as noted



LONE STAR CEMENT

Offices: ABILENE, TEX. • ALBANY, N. Y. • BETHLEHEM, PA.
BIRMINGHAM • BOSTON • CHICAGO • DALLAS • HOUSTON
INDIANAPOLIS • KANSAS CITY, MO. • NEW ORLEANS • NEW YORK
NORFOLK • PHILADELPHIA • RICHMOND • ST. LOUIS • WASHINGTON, D. C.
LONE STAR CEMENT, WITH ITS SUBSIDIARIES, IS ONE OF THE WORLD'S LARGEST
CEMENT PRODUCERS: IZE MODERN MILLS, 141,500,000 SACKS ANNUAL CAPACITY

AUGUST, 1955



Southern BUILDING SUPPLIES

> By Beatrice Miller

How a suggestive selling campaign

DOUBLED THEIR PAINT SALES

O "Every piece of wood sold means a potential paint sale," declares L. C. Good, secretary of the Suburban Supply Company in Bladensburg, Maryland. "Regardless of what a customer comes in for, we inquire whether he has some need for paint at the moment for an interior or exterior job."

The result of this campaign to question every customer for possible paint leads is that this firm's paint sales volume has doubled in the past year and continues to climb steadily.

"We talk color to the home-owner and wood preservation to the builder," Good added. It is important to talk paint when the initial sale is made to a customer. If a customer is buying materials for re-doing an attic that is to be finished in knotty pine paneling, a dealer should inquire how the paneling and trim will be finished, according to Good. This means

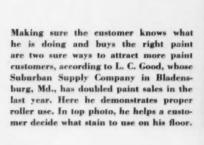
sales of sealer, varnish or stain, and tie-in sales of brushes, rollers, turpentine.

Another example is the customer who is buying plaster board to finish walls of a basement. Again, this sale could mean additional profits from a primary coat and finishing paint. Even small projects should bring forth a query from the salesman—such as paint for wood shelving for bookcases or for a little wood sold to repair porch steps.

No sale of wood — no matter how small — should leave the store without its accompanying paint sale, according to Good.

Another reason for the tremendous success of the Suburban Supply Company's paint department is that salesmen make sure they sell a customer what he needs. Any request for paint is followed by such questions as: Is it for an outside job or inside? Wood trim? All white? For asbestos siding? What type of material is the house made of and what is the condition of the surface? Flaking? Peeling? When was it last painted?

(See PAINT SALES page 86)







BIG SATURDAY DO-IT-YOURSELF SALES

By BARON CREAGER, Southwestern Editor

This aerial view of the Service Lumber Company and its 4½-aere site shows its proximity to small homes occupied by dozens of Do-It-Yourself enthusiasts. Sixty per cent of retail business is handled on Saturday! Below, this compact but neat interior makes self-service easy.

② Saturday business at the Service Lumber Company in Tulsa, Oklahoma, requires all the sales personnel available within the organization—seven or eight men and sometimes the additional services

of Owner Budd Montgomery — largely because the firm specializes in Do-It-Yourself items.

In fact, 60 per cent of the firm's retail sales are made on Saturday.

This retail store is really a completely-stocked hardware store within a lumber yard. Just recently, housewares were reduced to a minimum so that additional stocks with appeal to the Do-It-Yourself trade could be handled.

"Saturday is really our busy day," explained Manager Fred Salmon, "and we are kept hopping at top speed most of every Saturday to satisfy the customers who flock in here.

"There is a break along in the afternoon from about 2 to 4 when the pressure from customers eases off somewhat. Without looking at the clock we can tell, on Saturday afternoon, about when the baseball telecasts begin and about when they end. It's a longer break in the fall months when football is on. Our trade invariably slacks off for these telecasts, indicating that



Manager Fred Salmon, left, and Owner Budd Montgomery inspect the latter's favorite product
— redwood. Bottom photo shows front of modern store, which features plenty of park-ing space. At lower right, Wesley McGlothlin operates the motor scooter, which speeds collection of orders and saves manpower in this extensive yard.



the man of the house is taking a rest from his handyman labors. But as soon as the telecasts are over they are in here again.

"Our location is largely responsible. We are completely surrounded by home-owners, but the homes are mostly of modest dimensions. A majority of the owners are young and in income brackets that make it advisable for them to do much of their own repairing and remodeling."

Owner Montgomery added: "When we moved out here, people thought we were crazy, putting a lumber yard 'out in the country,' but a few short years of building have changed that. We now have a trading area of at least four square miles."

Manager Salmon says that 60 per cent of hardware sales are to Do-It-Yourself customers, as are 5 per cent of all lumber sales. Thirty to 35 sacks of "ready mix" are sold on Saturday along with comparable quantities of sacked fertilizer, lime, cement and peat moss. Hand and power tool rentals contribute to the "pull" exerted on Do-It-Yourself-minded customers, who can also rent wheelbarrows, floor polishers, fertilizer spreaders and special tools, such as aerators for lawns.

"Our theory is that customers who buy small items or rent tools will get in the habit of coming to our store," said Salmon.

'Then when they decide to add a room or, perhaps, make over the garage into an extra room, they will come to us for lumber and

(See SATURDAY SALES page 84)







Slum clearance project CREATES NEW MARKET

♦ Some two years ago A. L. Burris, a young man who had been attracted to Port Lavaca, Texas, because of its rapid growth, opened a small lumber yard under the name of the City Builders Supply. Then he began looking around for markets for his merchandise.

He found such a market in an area so obvious that it had been overlooked or dismissed as inconsequential by others. He found it among the people of Spanish descent living in the run-down slum area of the community. They were existing in little one- and two-room shacks without adequate plumbing facilities.

After talking with several heads of families in this area, Burris discovered that this was an untapped market for modest but modern homes. These homes would provide a steady market for building materials.

Burris' first move was to build a two-bedroom house in an area adjacent to the city limits. It was sold before it was half finished. Before the house was ready for occupancy, six Latin American men had come to him to talk about homes of this type.

By concentrating on the construction of homes that particularly appeal to Latin Americans, Burris and his City Builders Supply have built and sold more than 40 modern homes to these families—and nearly that many more are on order.

"Until recent years, the average Latin American in our community definitely was in a low-income bracket," Burris explained. "He could not afford anything but the cheapest living quarters, and a lot of people still look upon him in that same category.

"But it is not necessarily true today. We have customers who regularly make as much as \$100 a week, and \$50 a week today is considered low wages among them. Thus, a lot of new prospects for better homes are available to nearly anyone who will go after the business."

Burris has developed an attractive housing project in the area of his first house, and he has additional acreage for another development as soon as the first has been completed.

He started the building business by selling the homes under a conventional loan plan, but this eliminated most of his prospects because the average man did not have sufficient cash to make the down payment.

Then he obtained a GI financing deal. For prospects who could not qualify under the GI plan, he worked out a second-mortgage plan with a building and loan association. This has been the real factor in selling to these people who can buy only with a low down payment.

Burris' homes range in price from \$8,500 to as high as \$9,250. Under this second-mortgage plan, he is able to offer these homes for only \$500 cash down for the lower-priced units and \$700 for the higher-priced homes. This plan is within the reach of most people living in the run-down rental units.

The second-mortgage plan works like this: When Burris makes a sale, he collects the required down payment of from \$500 to \$700 and turns this over to the loan association, which in turn grants him a loan based on routine appraisal,

(See NEW MARKET page 86)

The low-cost homes built by
the City Builders Supply in
Port Lavaca, Tex., are constructed from stock plans. On
the cover of this issue, a couple make a selection from
plans A. L. Burris offers.
Each house includes water
heater, venetian blinds, bathroom heater, and drain board.
Photos here show typical
house and a partial view of
the project.





Texas lumber yard builds volume with

FLOOR COVERINGS

By Ruel McDaniel

② Linoleum, cork, and asphalt floor coverings are a "natural" for the modern lumber and building material firm—proved by the experience of the Calcasieu Lumber Company in Austin, Texas.

By concentrating sales efforts behind well-chosen lines, making use of the services of an interior decorator, hiring an outside salesman, and tying up with reliable applicators, this company has built a floor-covering volume in these lines that totals more than \$70,000 a year, according to S. W. Poston, department manager. This figure covers the flooring material alone—not the entire job.

About two-thirds of floor-covering sales are made to individual home-owners and the rest to building contractors, Poston said.

This department stocks a quality line of linoleum, cork, and asphalt floorings—with other less-expensive lines to make a well-balanced stock.

"Although we do have some Do-It-Yourself business," Poston continued, "our appeal primarily is to the home-owner who wants good floor coverings installed properly and who is willing to pay for good merchandise and a good application. That takes us largely out of the competitive price field."

Both the outside salesman and the interior decorator work mainly on specific leads, obtained through regular company advertising, from telephone calls, and from tips from many sources — particularly from satisfied customers.

Each carries a sample case, showing all colors and patterns stocked in the major line, so that it is possible to help a prospect determine the color and pattern best suited to the home.

Whereas the salesman obviously works to close a sale, much of the decorator's work is strictly in an advisory capacity, leaving it to the customer herself to come to the store and place an order or request the services of the decorator in buying the coverings needed. Her services are primarily to build good-will, but Poston declares that considerable business comes directly from her work.

(See FLOOR COVERINGS page 84)

The extensive floor covering stock of the Calcasieu Lumber Co. takes little display space, yet brings in a sales volume of more than \$70,000 a year. S. W. Poston, department manager, helps a customer select a pattern, above, and makes arrangements for its application by an approved applicator, below.





Special promotions sell Complete Kitchens

O The Adams-Hammett Lumber Company, Inc., is credited by the distributor of its lines of kitchen equipment with selling more than any other dealer in the territory.

The basic reason for this Shreveport, Louisiana, company's annual \$25,000 volume of kitchen equipment alone, according to Vice-President R. G. Hammett, is the company's success in selling complete kitchens rather than individual units.

This success is due largely to two things-a model kitchen in the attractive Kings Highway and Mansfield road display room, and an annual special promotion of kitchen units.

In an area set off from the rest of the store by lattice-work, this 10-by-12-foot kitchen has everything needed for the most modern housekeeping, from dishwasher and waste disposal units to curtains in the windows.

Recently the company conducted a typical special promotion. As a change they combined promotion of kitchens with paints and this worked out well, according to Hammett. The public was invited to come to the store to participate in a showing of the model kitchen. The advertising featured an attendance prize of \$50 worth of paints and announced special prices on paint at that time.

In addition to the newspaper advertisements, the company distributed 3,000 circulars.

During the three-day event, the paint and kitchen departments sold about \$2,000 worth of extra merchandise traceable directly to the promotion. The event also provided scores of leads that led to sales of more steel kitchen cab-

(See COMPLETE KITCHENS page 82)



Responsible for making many new friends and customers among Shreveport women is the kitchen. model above, of the Adams-Hammett Company. The customer plays with a small model, which permits adjusting walls to become a scale of her own kitchen. Units are arranged to form her idea of the most convenient kitchen plan. This firm sells \$25,-000 worth of kitchen equipment a yearmostly in complete kitchens to modern-ize homes.

By Samuel Hyatt



Little Joe says: "Why not make it easy, when with a little more delay you can make it difficult."

O A "Fixit Truck and House Doctor" service to take care of odd jobs in the Charleston, West Virginia, area has boosted the sales volume of the Tincher Lumber

Company 10 per cent during the first year of its existence.

Service calls range from a minimum of \$3 up to a few that approach \$2,000. One of the chief benefits of this service is that it builds good-will for the Tincher firm and makes friends among people who had never before been into the store. Probably the greatest benefit to the company is that houses that need small repairs usually need larger ones, too. Being on the spot to observe these needs gives Tincher salesmen the chance to suggest them and show how easily they can be paid for.

Known as "Tincher's Fixit Truck and the House Doctor," this service was described in a letter with this title and mailed out to the firm's regular mailing list. The response was satisfactory from the first. In three months' time, calls averaged

'FIX-IT SERVICE'

Wins many new customers

12 a week and this figure is growing.

The \$3 is a service charge and doesn't include materials. It is a minimum charge for labor. The service is requested for typical small repair work like roof leaks, fixing a screen door, storm door maintenance, and repairing broken steps.

Home-owners and those having rental properties make this service popular. J. A. Tincher Jr., owner and manager, says, "Customers like to have such work done quickly and dependably. In some cases a call is put in for a small job on a porch floor and when our experienced man goes out he finds that a whole new porch is needed. Then he brings back a \$1,600 order and

new customer for the company."

Favorable comments on the service, both in the firm's yard and outside the store, have made this special repair service profitable. "Word of mouth" is the firm's chief advertising medium for this service. People in the Tincher trading area seem to appreciate this convenience made available to them, and no complaints have been received on the work done since the department was set up.

There is no extra overhead involved in this fix-it set-up. A regular truck from the firm's delivery system is used. An experienced employee does the repairing.

This West Virginia dealer considers his new service a valuable good-will factor that has grown to be one of the most important phases of his business. Soon he hopes to add special signs and lettering on the truck to advertise this service.

Proof of the value of this service is shown not only in increased sales volume but in the frank comments of customers. Typical are these:

"I like the thorough job done by your workman."

"The service is convenient and a great time-saver."

"I appreciate finding a company that will do this kind of work," and "I told my neighbor about the good job you did on my house."



"Little Joe," above, and the many-armed man at left both attract attention in the advertising of the Tincher Lumber Company, Charleston, W. Va. "You will think he has 10 hands when you see all he can do . . ." explained a direct-mail piece that helped introduce the Fixit Truck and House Doctor service.



The practical combination of fixedlight and operating window units in this small home permit utmost efficiency in ventilation. Awning windows, placed above eye-level for privacy, are increasing in popularity for bedrooms, particularly on the street-side of homes. Below is a chart showing best placement for window types. At right, hopper window and jalousie advantages are shown.

How to help your customers in

O Several factors, including initial cost, influence the choice of windows for a house. In helping customers make a selection, remind them to consider whether the window:

Can be used to provide daylight in adequate amounts.

Can provide desired ventilation. Is free from objectionable obstructions to view.

Can be economically adapted to construction techniques to be used.

Is fitted with hardware which makes operation of the window easy.

Is weather-tight when the window is closed.

Can be opened without interfering with draperies and blinds or furniture placement.

Can be easily fitted with screens and storm sash, if required.

Can be easily washed.

SELECTING WINDOWS

Can be inexpensively maintained.

Every window used in residential construction is one, or a combination, of three basic window types, namely: 1) sliding, 2) swinging, and 3) fixed. Within these classifications are windows of a variety of design. Advantages and disadvantages of the various types and designs of windows are described in this article. As indicated by the chart below, some windows are better suited to certain wall locations than others.

To assure precision fit, operating windows should be factory-made and installed in accordance with the manufacturer's instructions.

MATERIALS. All the various types of windows are available in wood or metal. Some windows are also made with plastic frames.

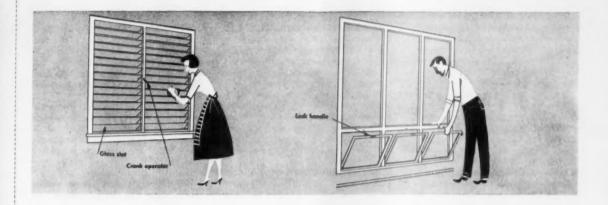
Wood does not transmit heat readily and does not become as cold as metal or glass; hence, moisture vapor from the air does not condense on it. Windows should be made so that they do not stick if the wood sash should absorb moisture and expand. The wood should be treated to resist decay and moisture absorption, and should be covered with two coats of paint.

Metal is stronger than wood and, therefore, permits the use of thinner frame members around win-

WINDOWS BEST-SUITED FOR VARIOUS WALL PLACEMENTS

Operating windows preferred for various placements in the wall are indicated by "X"; windows which can be satisfactorily used in those positions, by "x." Window sill heights are given below illustrations.

| | View | Normal | Privacy | Below Fixed Glass | Boside F | ixed Glass |
|-------------------------------|---|--|--|--------------------|-----------------|-------------|
| | | | | | | |
| | 0' 10 1' | 2' 00 3'-6" | 4'-6" to 5'-6" | 0' to 1' | 0' to 1' | 2' to 3'-6" |
| Dauble-Hung | VIII (PIV) | | | | SEA USE SERVICE | × |
| Horizontal-Silding | X | X | X | × | X | X |
| Casement | PERSONAL PROPERTY. | X | TO THE RESERVE OF THE PERSON O | X | | X |
| Awning | MAN X TO SERVICE | X. | X | X | X | X |
| Zalousia | 31909 0020 | 19 0 0 0 711/000 | CONTRACTOR AND ADDRESS OF | X A SEC | X | X |
| Louver | 100000000000000000000000000000000000000 | | | X | X X | X |
| Top-Hinged, Inswinging | 350005 | MODELLE STATE | TOTAL X | WARNESS CONTRACTOR | Meridas Born | EUGS TENER |
| Sattam-Hingad, Inswingle | Troversoning | The second secon | A STANDARD SO TO | X | | WEEK STATES |
| * If herizonial hore are norm | ow (last thee 2) | nches), they do not serle | easty interfers with Vis | | | PROPERTY. |



dows. Aluminum and steel are the most common metal windows for homes.

Aluminum forms a thin, adherent film of hard oxide which is extremely protective and eliminates the need for painting. Aluminum windows are protected with factory-applied lacquer to prevent plaster stains during construction.

Unless steel is of the stainless type, it is subject to corrosion if left unpainted. Ordinary steel is usually given an anti-rust treatment and a coat of primer paint at the factory. Additional paint must be applied after installation of the window. Ordinary steel should not be used near the ocean since it corrodes quickly. Stainless steel, brass, and aluminum are best for metal parts which are exposed to salt spray.

DOUBLE-HUNG. A double-hung window consists of two sash which slide up and down in grooves of a window frame. The sash can be opened from top or bottom. In some windows, the sash are removable.

Hardware: Some sash are supported at the sides by springs or weights which minimize the effort required to raise the sash. Other windows have friction devices to hold sash in open position.

Ventilation: Sliding windows are not as suitable as swinging windows for obtaining maximum benefit from natural air movement since 1) only half of the window can be opened at one time, and 2) summer breezes cannot be scooped in or directed to rear of room. Latter disadvantage can be overcome somewhat by the use of venetian blinds or similar auxiliary controls.

View: The horizontal divisions between top and bottom sash can interfere with vision.

Wood double - hung windows

have been used extensively because of their availibility, simplicity and economy. They are manufactured in a wide range of sizes.

Weathertightness: All sliding windows must be weatherstripped, preferably at the factory.

Maintenance: Do not paint track in which sash slides. Apply a penetrating wax finish to wood track.

Ease-in-Washing: Glass is troublesome to wash unless sash are removable.

HORIZONTAL - SLIDING. The sash in this window slide horizontally. Usually there are two movable sash; sometimes one is fixed.

Hardware: Most sash are light enough to slide in sill tracks (metal or plastic recommended). Doorheight sash require rollers; overhead tracks are preferred.

View: Vertical divisions, where sash meet, do not interfere with vision as much as the horizontal rails in double-hung windows since a person can look around a vertical obstruction easier than a horizontal one.

Maintenance: Metal or plastic tracks do not require special maintenance.

Ease-in-Washing: Some units are designed so sash can be re-

moved for washing. This is important where sash are easily handled but difficulty to reach from outside. The advantage is lost if sash are too large.

Sizes range from small sash, such as are used in ribbon windows, to ceiling-height sliding doors.

CASEMENT. A casement window consists of sash hinged at the side to swing outward. Usually two or more sash, separated by a mullion, are used in a frame.

Hardware: Window can be opened or closed by either a crank or push-bar on the frame, or a handle on the sash.

Hinges should allow arm space between sash and window frame for easy washing of windows. Sliding-arm, extension-arm or maintenance hinges are recommended. The first two are available as friction hinges for use with handle operator.

Ventilation: Outswinging window can scoop in air which would otherwise pass the opening—i.e., air moving parallel to wall surface. If wind direction is changeable, open only those sash which catch breeze from the right or left, depending on wind direction.

View: Vertical window divisions (1½ to 2½ feet apart) interfere

Home-owners today have a wide selection of design and material to meet every window need. Help your customers make the best choice! This article is printed on consecutive pages so it can be clipped out for your home-planning center. It is reprinted, with permission, from material published by the Small Homes Council, University of Illinois.

with view, but are not as objectionable as horizontal divisions at eye level sometimes found in other types of windows.

Weathertightness: Weatherstripping is required, factory applica-

tion being preferred.

Use of crank operator makes window easy to open and close even when located above kitchen sink or furniture or when placed high in wall.

Inside screens and storm sash used with these windows are easy to change. To facilitate opening or closing of outswinging window having no crank or push-bar, inside screen or storm sash must be hinged or must have sliding access panels.

Since the sash project outward, people are apt to bump into them. Avoid placing walks, play areas within arc of outswinging win-

dows.

Width of each sash is limited to about 2½ feet because the weight of an opened sash strains hinges. Because of this strain, the frame of the sash and the hardware must be sturdy.

AWNING. An awning window is hinged at the top. It is manufactured as a single unit or as several sash stacked all in one frame. When opened, the sash project out at an angle like "awnings."

Hardware: Hardware must hold both sides of the sash equally so the sash does not twist; a dual-arm control is recommended. A pushbar or crank operator permits window to be opened or closed without removing screen or storm sash.

Multiple sash can be operated in unison by means of a crank connected to a series of arms.

Ventilation: Unless sash is opened to a full horizontal position (90°) or is placed low in the wall, summer breezes are diverted so they flow above the occupied portion of room. Inside controls, such as a venetian blind, can be used to direct the breeze downward if the sash is not fully opened.

View: Horizontal bars of stacked units may block view as bars are apt to be at eye level. Narrowframed sash block view less than

heavy-framed sash.

When opened, this window collects dirt easily because of its horizontal surface. However, this window keeps out rain better than others when left open.

JALOUSIE. A jalousie window consists of a series of small horizontal glass slats, 3 to 8 inches wide, which are held by an end frame of metal. The sections operate in unison, similar to venetian blinds, and open outward.

Hardware: Panes are adjusted

by a crank operator.

Ventilation: When glass sections rotate 90° or more, air movement can be directed downward through the occupied portion of the room. By opening the window slightly, ventilation is possible during rain if wind is mild.

View: Multiple-glass divisions tend to hinder view. Jalousies should be used only if natural ventilation is more important than view, or if they are installed below or at the sides of view windows.

Weathertightness: Even with storm sash, the large number of openings (between slats) can result in cold air leakage in winter.

Ease-in-Washing: Glass is troublesome to wash because of many small glass sections.

Screens and storm sash are usually installed on the inside.

LOUVER. A louver is a ventilating wall opening with characteristics similar to a jalousie except it is of wood or metal instead of glass; hence, it is not strictly a window.

Its advantages over a jalousie include 1) ventilation with privacy since it is not of glass, and 2) ventilation without the interference of draperies since they are not needed.

BOTTOM-HINGED. This inswinging window is hinged at the bottom. It is opened by lock-handle at top of the sash. Usually it is manufactured as a single unit. A bottom-hinged window should be placed low in the wall for:

Effective air movement since window can direct breeze upward only.

Ease in washing from inside.

Ease in opening.

Non-interference with draperies. Because the sash swings inward, it interferes with use of space near window.

TOP-HINGED. A top-hinged window is similar to an awning window except the sash swings inward. The window is commonly used for basements. It is also suitable for high ribbon-windows, in which case, a wide overhang is desirable. Place window high in wall for:

Effective ventilation. These windows deflect air downward so that air flows through the occupied level of room.

Ease in washing from inside.

Privacy without use of draperies. Since the sash swings inward, it interferes with use of space near window.

ORNAMENTAL IRON SIGN ATTRACTS ATTENTION



This ornamental iron sign was created by John S. Graves, architect for Graves Lumber Co. of Uvalde, Texas. John Graves, the son of owner L. W. Graves, cut the pattern for the letters and a Uvalde welder welded the sign. The base is also welded. The sign has created favorable comments over a wide area. It is located to the right of the store entrance. The double socket to the left affords effective shadow lighting. The lumber firm furnished the flat iron used in the sign.





All popular features in one RANCH-STYLE PLAN

♦ This modern ranch-style plan offers about everything any Southern family could want—long, low lines, over-hanging eaves to cut off direct sun in summer, living room with fireplace, shaded porch, and kitchen-den combination.

This combined kitchen and activity room actually serve as two rooms, divided by appliances and a serving bar with five stools. The activity room also features built-in book shelves and a fireplace.

A 16-foot by 10-foot screened porch enlarges entertaining possibilities of this more informal part of the house.

The 14-foot by 18-foot master bedroom has a combination walkin closet and dressing area, plus a popular square bathtub in the bathroom. A second bathroom, centrally located and opening to a hall, serves the other two bedrooms and rest of the house. It also features a lavatory-vanity combination and includes a linen closet.

The two smaller bedrooms have seven-foot closets.

The full dining room has doors to the living room and kitchen.

A front stoop leads to the entrance hall. A coat closet serves this entrance, which leads either into the living room or back into the hall and activity room.

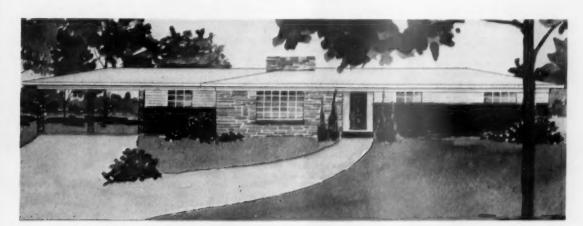
The exterior walls are of brick veneer and wood siding, with the front living room wall in stone for variation. The chimney extending from the low-pitched roof continues this stone decoration theme.

The three siding materials shown in the front elevation — brick, wood, and stone — could be altered to achieve a variety of effects.

A storage area is behind the carport. The back door opens from the kitchen onto this carport, providing protected entrance in rainy weather.

The carport could be enclosed at a later time to form a full garage. It would accommodate two cars—since it measures 20-by-20 feet—or half of it could serve as a play area for children on rainy or cold days or as a workshop for the men in the family.

SORRY, BUT no blueprints are available on this house plan or others in this series. You're welcome to adapt the floor plan or elevation to your own needs.



SOUTHERN BUILDING SUPPLIES for AUGUST, 1955



By ARTHUR L. H. STREET, Veteran Lawyer

Liability on Scrambled Bills

Dealers who sell materials to different firms that have a common member will be interested in a case decided by the Texas Court of Civil Appeals, Amarillo. (Blackburn v. Sanders, 278 S. W. 2d 924.)

Loomis and Blackburn formed a

Loomis and Blackburn formed a partnership to build and sell houses. Loomis and Davis formed a similar partnership for the same purpose. The business of each firm was conducted by Loomis. Dobbs, a building contractor, was engaged by both firms to build the houses. Lumberman Sanders delivered considerable quantities of materials to Dobbs, innocently supposing that they were to be used and paid for by a single partnership in which Loomis was a member—not knowing that there were two partnerships. The materials were so commingled that it was later impossible to determine just what was used on the Loomis-Blackburn jobs and what on the Loomis-Davis jobs.

Deciding that both firms were liable jointly for all of the materials furnished, the Court of Civil Appeals noted that when materials were ordered the dealer was not directed as to who should be charged. And when payments were made on account no instructions were given as to who should be credited, thereby inducing the dealer to suppose that he was dealing with but one firm.

The principal factor in determining that there was joint liability was the fact that it was impossible to determine just what part of the materials went into the building projects of each firm.

Buyer Waived Size Variance

If a buyer of materials accepts and uses them with knowledge that they do not conform in dimensions to the requirements of the contract under which they were sold, he waives the right to object when the time comes to pay the bill.

When sued on a bill for materials on an FHA project, an owner objected that prefabricated flues were not of the size required by blueprints and that they had not been approved by the Federal Housing Authority's inspector. The Georgia Court of Appeals said that there was no evidence of any agreement by the dealer to furnish flues that would meet the housing inspector's

approval, or any warranty that the flues were of the size called for by the blueprints of the building in which they were to be installed. "Especially is this true when the evidence showed that the size of the flues and that they did not comport with the requirements of the blueprints were apparent when they were delivered, but they were, nevertheless, accepted and used." (Troup Roofing Co. v. Dealers Supply Co., 87 S. E. 2d 358.)

Mechanics' Lien Claims

One of the vital requirements of every mechanics' lien statement is that it sufficiently describe the property against which the claim is made. So, every dealer should be sure that the property is clearly described in the manner provided by the lien law of his particular state.

Often, if not generally, the property is described the same as in a deed—by lot and block number if in a town or city.

Georgia dealers will be interested to know that the Court of Appeals of that state decided that a claim sufficiently complied with Georgia law, where it specified that it was for materials and labor furnished and covered property of the named owner "located at DeKalb County, Georgia, 5532 Clay Drive, 5536 Clay Drive, 5540 Clay Drive, The legal description of the property was "Lots Nos. 5532, 5536, and 5540, Clay Drive, DeKalb County, Georgia." (Love v. Hockenhull, 87 S. E. 2d 352.)

The case well illustrates the point that a sloppily prepared document may stand up in court, but at trouble and expense that would have been avoided by careful compliance with the requirements of law.

Wife's Consent to Lien

If a dealer sells materials on the written promise of a certain person to pay, and that person is solvent, it is not apt to make any difference later on whether that person had any interest in the real estate upon which the materials were used.

The point is illustrated by a case decided by the Springfield, Mo., Court of Appeals, where a husband arranged for improvement of property jointly owned by him and his

wife. The court decided that, under Missouri law, before there could be a valid materialman's lien it must appear that both husband and wife consented to the improvement. But the court said that where, as in this case, the wife's acts indicated her assent to the furnishing of materials or labor, a lien will be enforceable. (E. C. Robinson Lumber Co. v. Lowrey, 276 S. W. 2d 636.)

The fact that it took an expensive lawsuit to establish the validity of the lien in this case justifies application of the old saying that "an ounce of prevention is worth a pound of cure." "Cure" may be had by litigation. "Prevention" can be had by caution and foresight in one's daily

business dealings.

But if the supplier counts on his right to enforce a lien against the premises, should that become necessary, he had better make sure in advance that the buyer of the supplies has full ownership of the premises, or that his co-owners consent to the improvement. This is especially true in case of homesteads, where a husband contracts for materials to improve property that is owned wholly or partly by his wife. In such cases the dealer should be sure that the wife has evidenced her consent in such way that the lien will attach to her interest in the property.

Georgia Sales Taxes

Here is the official summary of what the Georgia Court of Appeals lately decided in the case of Troup Roofing Co. v. Dealers Supply Co., 87 S. E. 2d 358:

Where building materials are purchased by a contractor to be used in the construction, improvement or repair of the house of the party who engages the contractor, such materials are not bought for the purpose of resale within the meaning of the Sales and Use Tax Act, Code, § 92-3401a et seq., so as to be exempt from sales tax.

Code Ann. Supp. § 92-3415a, Ga. L.1951, pp. 360, 373, provides "that the dealer shall until paid" have the right to recover of the buyer sales taxes due upon the articles sold in the same manner as other debts.

Tempers Cooler, Too!

Family tempers which have a natural tendency to soar with hot summer temperatures are cooled off in air-conditioned homes, a research team reported recently, after a survey of the 22 families living in the "Air Conditioned Village" at Austin, Tex.

The contribution of air conditioning most frequently mentioned by the owners was "harmony and better disposition," the research team said. (HANG , UP)

YOUR CUSTOMERS PREFER THE STRENGTH AND BEAUTY OF





TEAR HERI

Hutchinson's Scro-Grills are designed and built to give the utmost in beauty, strength, and sales appeal. They speak for themselves in the language of profits. Adjustable in both width and height, they fit any standard size screen door. For added protection against prowlers, install Scro-Grills on window frames. Cuts burglaries. For extra profit, sell a complete installation of Scro-Grills for every new home or modernization job. Scro-Grills are fully protected by patents. Available in black-finish wrought iron or aluminum. Dealers direct if dist. dodges. Non-shift clip, easy mounts, on storm door 15c Set.



Eagle, girl, pelican or bird motif. Built for service. Three bars in center, scrolls to top of door. Aluminum only. Packed 1 to carton—6 in case. Pat. No. 2,562,428. Ask for M-O-ADJUSTS. More for the money. Outstanding quality. List \$5.75.



List \$3.25

BR5—Strong, perma-nent brace, Fast sell-er. Keep a good sup-ply in stock. Height 45" to 49" on 3-foot

EAR HERE

"EFFORT PROTECTING" JOBBERS TO DEALERS



List \$3.25

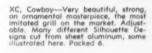
BR2—This is the best guard made. Has ad-justable bar at top. A sure-stop close-mesh protector. Sturdy ap-pearance.

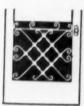


List \$2.25

W-3, Window Guard

The big - volume seller worth stocking in quantity. Protection for women and children's bedrooms. Keeps prowiers out of homes, opartments, stores, offices, motels. Quickly atached to window frames. Adjustable to fit. Packed 6.





List \$2.25

BR1—Has bar at top. Grill adjustable by sliding along bar. Height, 34" to 36" on 3-foot door. Packed 6.

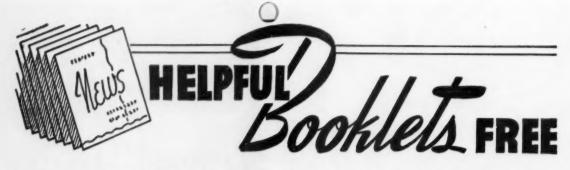
A BAR COSTS NO MORE

"One of the very last National Grill Makers that does not sell to Mail Order Houses."

H. HUTCHINSON & CO.

2610 SYLVAN AVENUE DALLAS 12, TEXAS

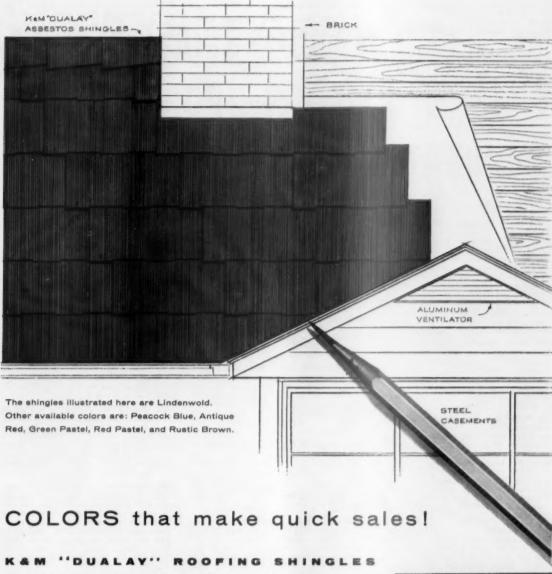
AUGUST, 1955 . . . Tell our advertisers you saw it in SOUTHERN BUILDING SUPPLIES



- 8-1. Eliminates Termites. Folder for consumers tells how Deep-Treat "penta" wood preservative can be used to rid homes of termites. It shows ways to treat houses with and without basements, how to treat porches and entrance ground slabs. King Chemical Co., Dept. SBS, 2342 S. Lauderdale, Memphis 6, Tenn.
- 8-2. Pipe Installation. "Tips for Installing Orangeburg Pipe and Fittings" gives information on problems encountered in various types of soils and lists six tips on trenching and backfilling. It shows how Orangeburg fiber pipe is easily sawed to fit. Orangeburg Manufacturing Co., Inc., Dept. SBS, Orangeburg, N. Y.
- 8-3. Asphalt Roofing Materials. Fourpage catalog insert gives complete specifications, descriptions of uses, and directions for using both cold and hot applications. It covers asphalt roofing and coating, plastic cement, primer, cements, and asphalt metal coatings. Lion Oil Co., Asphalt Sales, Dept. SBS, El Dorado, Arkansas.
- 7-1, Galvanized Attic Louvers. Louv-R-Pak attic ventilating louvers are described in a new catalog sheet. It lists more than 30 sizes and pitches to fit any installation need. Made of galvanized steel, they have 8 x 8 mesh screen wire attached to the back. Louv-R-Pak, Inc., Dept. SBS, P. O. Box 1841, Fort Worth 1, Tex.
- 7-2. Pallet Trucks. Loads up to 1,200 pounds can be picked up and moved by one man with the Anco tilt-truck. Illustrative folder shows photographs of the two operations involved slipping the base plate under a pallet and tilting back to roll easily to desired location. Anthony Truck Co., Dept. SBS, Paducah, Ky.
- 7-4. Wallboards. Literature is offered describing Plastergon's complete lines of laminated fiber wallboards, along with Lockaire Paintcote interior and Asphalic sheathing insulating boards. Free samples offered. Plastergon Wall Board Co., Dept. SBS, Station B, Buffalo 7, N. Y.
- 7-5. Concealed Sash Balance. The Hidalift concealed sash balance for double-hung windows is fully described in a two-color brochure. Sketches show how the home-owner can install his own with only three screws. Turner and Seymour Manufacturing Co., Dept. SBS, Torrington, Conn.
- 6-1. Plastic Tileboard. New color chart shows AFCO prefinished wall-panels in 11 decorator colors. The panels have trimmed edges to permit easier installation and perfect fit. Free spreaders are attached to water-

- proof cement. Moulding catalog shows "chromodized" mouldings that will not rub off black. A and F Tileboard Co., Inc., Dept. SBS, P. O. Box 4085, Alexandria, La.
- 6-2. Window Sash Balances. Full catalog, which appears in Sweet's Architectural File, shows Caldwell clock-spring, Helix spiral, and Spirex spiral sash balances for residential windows. Specifications and installation steps are included. Caldwell Manufacturing Co., Dept. SBS, 64 Commercial Street, Rochester 14, N. Y.
- 6-3. Home Insulation. Catalog tells the story of Insulite insulating wool batts, blankets, and pouring wool, made of Fiberglas. Application instructions and specifications are included. Insulite, Dept. SBS, 500 Baker Arcade Building, Minneapolis 2, Minn.
- 6-4. Tension Screens. Consumer folder tells how Springtite tension screens are assured permanent perfect tension by a patented coil spring feature. It shows how easily they are installed or taken down. Springtite Screen Manufacturing Co., Dept. SBS, 1671 Jonesboro Road, S. E., Atlanta, Ga.
- 6-6. Aluminum Jalousie. Doors, Windows. Two-color folder describes Vacol aluminum jalousie door and such features as no-sag corners and key lock. Folders also are available on jalousie windows. Consumer literature describes both doors and windows. V. E. Anderson Manufacturing Co., Inc., Dept. SBS, Owensboro, Ky., and Bradenton, Fla.
- 6-7. Asphalt Shingles. Flintkote tapered strip asphalt shingles are pictured in full color in a new consumer folder. Shown are Shado-Kool gray, Shado-Kool green, Shado-Kool red, gray, green, and brown. The Flintkote Co., Dept. SBS, 30 Rockefeller Plaza, New York 20, N. Y.
- 5-1. Flush Doors. Full-color brochure shows why there is more value in Atlas plywood flush doors. They are made in three grades Estate, with faces of selected book-matched veneers: Suburban, with veneers matched for pleasing effect, and Metropolitan, an all-purpose, economy-quality, stain door. Atlas Plywood Corp., Dept. SBS, Statler Building, Boston 16, Mass.
- 5-2. Light Fixtures. Full-color catalog shows the complete line of Moe electric light fixtures. Various models are suggested as appropriate for different spots in the home. Moe Light, Dept. SBS, Fort Atkinson, Wis.
- 4-2. Stamped Metal Shapes. Booklet describes Campco's complete metal

- stamping service, showing all types of metal products produced. Processes include shearing, drawing, blanking, finishing, forming, and assembly. Carolina Metal Products Co., P. O. Box 3636, Charlotte, N. C.
- 4-3. Aluminum Roll Roofing. Quaker State cross-corrugated roofing and siding is explained in a new catalog sheet. Photographs show how easily and quickly this roll roofing is applied, eliminating side laps and leaks. Quaker State Metals Co., Dept. SBS, Lancaster, Pa.
- 3-1. Masonry Wall Reinforcement. Bulletin shows Dur-O-WaL masonry wall reinforcement with cavity, bonded, coursed, or stacked course masonry wall and wall with plaster. It includes joint reinforcement specifications. Dur-O-WaL Products of Alabama, Inc., Dept. SBS, P. O. Box 5446, Birmingham 7, Ala
- 3-2. Plastic-Finished Panels. Fullcolor catalog shows complete line of Marlite plastic-finished wall and ceiling panels. Shown are eight Woodpanel patterns, five marble panel patterns, and 11 Hi-Gloss colors. Marsh Wall Products, Inc., Dept. SBS, Dover, Ohio.
- 3-3. Garage Doors. Fully-illustrated catalog describes Calder Wedge-Tight residential and commercial overhead sectional garage doors. It includes complete installation details and electric operator data. Calder Manufacturing Co., Dept. SBS, Lancaster, Pa.
- 3-4. Locksets, Hardware. "Matching Beauty" is a colorful brochure showing the Weslock 500 series of locksets, concave cabinet hardware, and matching exterior door tiers. Western Lock Manufacturing Co., Dept. SBS, 211 N. Madison Avenue, Los Angeles 4, Calif.
- 2-1. "Standardized Casing and Base Patterns of Wetsern Pine and Associated Woods" shows full-size details of 114 newly-standardized patterns. This 16-page folder is punched for insertion in 3-ring binders. Western Pine Assn., Dept. SBS, Yeon Building, Portland 4, Ore.
- 2-3. Built-Up Roofs. A new 80-page manual gives all information for designing and erecting long-lasting, quality built-up roofs. It is produced especially for contractors, builders, architects, and engineers. Philip Carey Manufacturing Co., Dept. SBS, Cincinnati 15, Ohio.
- 2-4. Exterior Plywood. "Catalog of Douglas Fir Plywood Farm Plans" offers a selection of 33 plans for use of exterior plywood in farm buildings and equipment, made available



Color roofing's in demand. And the sales appeal of the six "Dualay" colors does a real selling job, wins customers fast. Salesminded dealers are cashing in by stocking and selling smart, colorful "Dualay" shingles.

Save on inventory. Each "Dualay" shingle is made so that either a straight butt effect or a thatched butt effect can be obtained. Whichever your customer prefers, you can supply it with one type of shingle.

Remarkably durable. Made of asbestos fiber and portland cement, K&M

"Dualay" shingles offer lifetime roofing protection. They won't burn or rot; in fact, they become harder with age. And because they're "anchored" in place, they're especially wind-resistant.

Easy to apply. "Dualay" shingles are self-aligning. They're made to lay up like Dutch-Lap shingles, but the effect is similar to that obtained by the American method.

Colorful folder. Write today for a folder on these highly salable roofing shingles. Ask also about the siding shingles that K&M makes.



Can be laid up two ways with either straight butt or thatched. Straight butt effect of Dualay shingles is pictured here; thatched butt is shown in upper illustration.

KEASBEY & MATTISON COMPANY · AMBLER · PENNSYLVANIA



by leading state agricultural schools, the Midwest Plan Service, and plywood manufacturers. Douglas Fir Plywood Assn., Dept. SBS, Tacoma 2, Wash.

- 2-5. Prime Aluminum Windows. Well illustrated brochure shows complete Alda line of aluminum windows. It lists specifications of horizontal, picture, vertical sliding aluminum windows; gives details of basement, utility, screen, and storm sash. Alda Manufacturing Co., Dept. SBS, Cherry and James Streets, East Hartford, Conn.
- 2-6, Steel Door Frames. Colorful folder gives specifications and standard sizes available for Standard all-steel door frames. Construction points are explained and sketched to show why Standard is sturdier. Southern States Iron Roofing Co., Dept. SBS, Savannah, Ga.
- 2-7. Sash Balance, Weatherstrip. Master-Matic combination sash balance and weatherstrip is described in a new folder. It tells how this unit is designed especially for pre-fit window manufacturers and describes installation details. Another folder describes Master-Matic removable sash hardware for use with the one-piece sash balance and weatherstrip unit. Master Metal Strip Service, Inc., Dept. SBS, 1720 N. Kilbourn Avenue, Chicago 39, Ill.
- 19. Metal Moldings. A 20-page illustrated catalog shows the many types of Premier aluminum and stainless steel moldings and trims. It gives their uses, application, and dimensions. A price list is included. Metal Trims, Inc., P. O. Box 1072, Youngstown, Ohio.
- 23. Heatilator Fireplaces. Illustrated booklet gives complete information on famous Heatilator unit. Describes the many advantages of the steel-fireplace form including smokeless operation, heat circulating feature. Builders are assured of perfect operation—never plagued with complaints. In many areas Heatilator Fireplace is the only source of heat needed in the home. Heatilator, Inc., Syracuse, N. Y.
- 47. Flexboard. A new handbook contains complete information about cutting and working asbestos Flexboard for all indoor and outdoor applications. Johns-Manville Corporation,

Box 290, New York 16, N. Y.

- 85. Farm Book. New 16-page book showing uses of Celotex products in service buildings and the home. Fully illustrated. Includes detail drawings of application. For selective distribution to farm building or remodeling prospects. The Celotex Corp., 120 S. LaSalle St., Chicago 3, Ill.
- 87. Outdoor Fireplaces. A wide variety of outdoor fireplaces and grilles with descriptions and directions for building them are contained in the attractive booklet, "Donley Outdoor Fireplaces." It gives selling points of Donley fireplace forms. Copy free if requested on company letterhead. The Donley Brothers Company, 13905 Miles Avenue, Cleveland, Ohio.
- 95. Paint Thinner. Tandrotine a pleasant smelling, non-toxic paint thinner—is described in a new two-color folder. It is said to be excellent for cleaning brushes, removing paint and grease, dissolving wax, and other household uses. Turpentine and Rosin Factors, Inc., Dept. SBS, 793 St. Juluin St., Savannah, Ga.
- 107. Red Cedar Shingles. A 100-page handbook describes proper methods of applying Certigrade shingles on roofs and exterior walls. This illustrated "shingle encyclopedia" is designed for dealers, architects, and builders. The Red Cedar Shingle Bureau, Dept. SBS, 5510 White Building, Seattle 1, Wash.
- 141. Steel Casement Windows. Folder 102s with illustrations, details, diagrams and sizes describes Hope's Residence (Holford) Casements and Picture Windows, Hope's Basement and Utility Windows, and Hope's type "H" Standard Doors. Hope's Windows, Inc., Jamestown, N. Y.
- 163. Perimeter Heating. Informative folder describes correct method of laying clay pipe for warm air heating ducts. Gives sizes and specifications of pipe required as well as plan for model system. To obtain, write: W. S. Dickey Clay Mfg. Co., 922 Walnut Street, Kansas City 6, Missouri.
- 201. Laminated Panels. Novoply, an unusually stable, mosaic-textured all wood panel of many uses, and Plankweld, prefinished hardwood plywood panels edge-grooved for easy wall installation, are described in two

folders issued by United States Plywood Corp., 55 West 44th St., N. Y. 36, N. Y.

- 203 Fiber Glass Insulation. A new booklet, "Fiberglas Insulations for Light Construction," includes design and application data on Fiberglas roll blankets, batt blankets, pouring wool, perimeter insulation, and utility batts. It also gives information on condensation, ventilation, and other insulation design considerations. Owens Corning Fiberglas Corp., Toledo 1, Ohio.
- 239. Aluminum Tension Screens. A descriptive catalog sheet and an envelope-size folder tell how new Burns screens offer the advantages of both aluminum and tension-type design. Sketches show how easily the screens are installed, stored, and how they maintain tension through the years. Burns Manufacturing Co., Louisville, Ga.
- 287. Rosboro Lumber. "The Story of Rosboro" is a new booklet that tells the history and aims of this producer of Western woods. Photographs show logging operations, aerial view of the plant, and other steps involved in producing Rosboro kiln-dried lumber. Rosboro Lumber Co., Springfield, Ore.
- 289. Folding Doors. A new presentation booklet covers advantages of an advertising material for Veniflex folding doors. Color chips show finishes available. A chart lists prices and shipping weight for various models and sizes. Consolidated General Products, Inc., Dept. SBS, P. O. Box 7425, Houston 8, Tex.
- 303. Wood Preserving Process. TaCo-Wood and the new process by which it is preserved is explained in a dealer folder. Actual photographs of TaConized and non-preserved wood are shown for comparison. Longleaf Lumber Co., Inc., 1094 Huff Road N. W., Atlanta, Ga.
- 305. Metal Lath. Accessories. Catalog shows photographs and gives descriptions of Alabama metal lath and accessories. Two other brochures are offered to dealers—one giving specifications on hollow wall steel studs and the other on casing beads. Alabama Metal Lath Co., Inc., Dept. SBS, P. O. Box 992, Birmingham, Ala.

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Inquirles pour in to us daily asking where to buy the Weldwood products shown below. We'll send you the names of live prospects in your area if you're registered with us as a carrying dealer.

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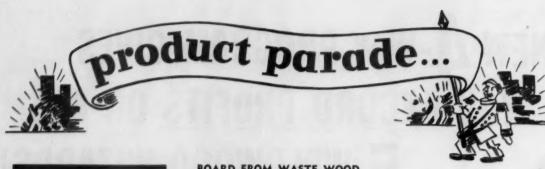


- 1 New! Weldwood Preste-Set* Glue! . . . First white glue worthy of the Weldwood name. Ready-to-use . . . sets fast . . . bonds like magic,
- 2 New! Weldweed Centact Cement! Bonds without nails, clamps or presses instantly on contact! For applying plywood paneling without nails. For applying laminates like Micarta.
- 3 Weldwood Plastic Resin Sive America's fastest selling wood glue. Highly water-resistant. Makes joints stronger than wood.
- Firzite . . . White for woodsy blond or pickled finishes, Excellent as an undercoater. Clear to tame wild grain on fir the provent undercoater. Clear - to tame wild grain on fir plywood. Helps prevent face checking.
- 5 Satislac 0 . . . Brings out and preserves the natural beauty of any wood.

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SHOWER CABINET

The Standard Steel Cabinet Co., Dept. SBS, 3701 Milwaukee Avenue, Chicago 41, Ill., has announced a shower cabinet with a plastic door decorated in a choice of three tropical leaf patterns.

Pre-assembled and easly installed, the unit consists of a steel receptor heavily porcelain-enameled to last a life time, size 32" x 32" x 76"; plastic door with polished aluminum frame and metal handle, size 26" x 62"

The plastic door eliminates fear of glass breakage. It is also available alone for use with other built-in shower enclosures.

Write for P301. Use coupon page 56.

CIRCUIT BREAKERS

A 12-circuit load center with a 100ampere main breaker wired into the box has been announced by the Trumbull Components Division, General Electric Co., Dept. SBS, Plainville, Conn.

Suitable for service equipment, the load center encloses in a single unit both the main disconnect breaker and the branch circuit breakers. This combination design eliminates the need for a separate main entrance switch.

This unit provides complete circuit protection for today's adequately wired home, according to G-E

Write for P302. Use coupon page 56.

BOARD FROM WASTE WOOD

The Roddis Plywood Corp., Dept. SBS, Marshfield, Wis., announces a new product made from wood waste, to be called Roddiscraft chip board.

This board had been made by the Behr-Homogenholz process in Europe and is being made for the first time in this country. It is produced from wood chips coated with an adhesive and bonded into panels by heat and pressure. Widths up to 4' and lengths up to 16' will be made, with thicknesses ranging from to 1

With exclusive rights for the manufacture of this product in the United States, Roddis Plywood is erecting a plant at Arcata, Calif.
Write for P303. Use coupon page 56.

CONCRETE FORMS

The Delta Co., Dept. SBS, 333 W. 24th Place, Chicago, Ill., has intro-duced the "Deltaform" for making wide variety of concrete shapes.

These forms are used for piers, short columns, window well drains, porch and fence post bases, footings or pads. They eliminate the necessity of making forms for each individual use.

One man can carry up to 25 Deltaforms to the job site at once.

Write for P304. Use coupon page 56.

LIFT-TRUCK SYSTEM

A lift-truck system to provide lowcost, flexible handling in any type of warehouse operation is announced by the Hamilton Caster and Manufacturing Co., Dept. SBS, 1700 Dixie Highway, Hamilton, Ohio.



This Roll-N-Stor system consists of a patented lift jack and engaging bracket, used in conjunction with semi-life platforms. One or more lift jacks can be used with any number of skid trucks. The system is especially valuable in applications where the use of palletizing and power trucks is not practical.

Write for P305. Use coupon page 56.

COMPLETE-KITCHEN UNIT



The Dwyer "400" combines a sink, refrigerator, electric burners, storage space, cutlery drawer, indirect canopy lighting, and a rich mahogany or sand colored metal cabinet. The unit is made by the Dwyer Corp., Dept. SBS, Michigan City, Ind.

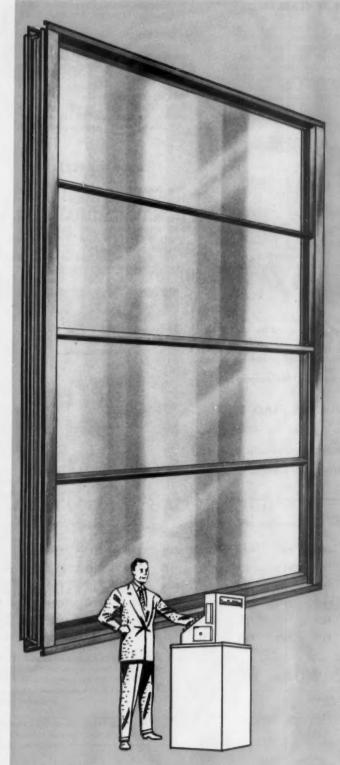
This complete kitchen unit needs only one plumbing adjustment. Burners are easily plugged into any electrical outlet. It can turn spare rooms into an apartment-or provide a compact kitchen for offices and vacation cottages.

Write for P306. Use coupon page 56.

DELIVERS LONG LUMBER

The DeKalb "Lumberjack" is a halfcab truck that delivers 16-foot or longer lumber with ease. The De-Kalb Commercial Body Corp., Dept. SBS, 216 W. Garden Street, DeKalb, Ill., makes the truck.

This truck eliminates lumber hanging far over the end of the



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Any way you look at it—Alenco is the most beautiful line of aluminum windows in America today. This beauty is the result of a careful analysis of the features most wanted by today's home owner. Included are all the quality features known to window engineering. Alenco Aluminum Windows are available in 24 stock sizes and three standard picture frame widths—either single hung or dauble hung—to give utility and pleasing variety to every type of architecture. With such a large selection to choose from there's no chance of missing a sale for want of a size or style. It also means you can do a volume sales job on a smaller inventory.

Because beautiful Alenco windows are in such demand from architects, builders and home owners, you profit from faster sales, easier sales and a volume business that keeps all our dealers enthusiastic.

Expanded production facilities now enables. Alence to offer these top quality windows to dealers and distributors all over America who are interested in selling a high profit, fast-moving product.

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truck and permits loading and unloading from the front of the truck eliminating backing into tight

The lower area of the truck holds nail kegs, paint, plywood panels, insulation board, and similar building materials. The body is equipped with stake rack sections 12" high, three single stake posts, and rope tie hooks on the sides. Cabinets can be supplied in the curb side skirt area to accommodate small items. Write for P307. Use coupon below.

MAN-MADE "MARBLE"

Cali-marb is a man-made "marble" recently announced by Mikon, Inc., Dept. SBS, 742 West 21st Street, Norfolk, Va.

Resembling natural marble, this product is made of Marco polyester resin and fiberglass. Skilled craftsmen effect marble veining so that no two pieces of Cali-marb are identical. It is made in white, black, green, and reddish brown.

Cali-marb has a tensile strength greater than steel. It does not break easily; and it resists stains, heat, weather, and rot. Stock sizes are 2' x 2' and 2' x 4'.

Write for P308. Use coupon below.

STURDY GLASS JALOUSIE

The Melbee jalousie is said to offer complete weather protection, even under hurricane conditions. It is furnished in kits for home-owner installation by the M L and B Jalousie Co., Inc., Dept. SBS, 3130
East 93rd Street, Cleveland 4, Ohio.

moving parts of stainless steel and

Made of die-cast aluminum, with louvers of plate glass, Melbee

jalousies are said to operate easily with a quarter turn of the operating

A plastic buffer between glass and clip prevents rattling and provides tight closure.

Write for P309. Use coupon below.

INSULATING GLASS UNIT

Duraface Foamglas is a cellular glass insulating material that combines both insulation and ceramic finish in a single unit. It is the result of years of research by the manufacturer, the

Pittsburgh Corning Corp., Dept. SBS, Gateway Center, Pittsburgh 22,

Installation is reduced to one operation since no coating is required on the face of the block for appearance or impact protection. Blocks are applied with hot asphalt or cold adhesive right over concrete block and similar materials.

The standard 18" by 12" size block can be cut down at the job site.

Write for P310. Use coupon below.

DOOR FOR PETS

The Johnson Pet-Dor is a 121/2" by 161/2" door which swings both ways to let cats or dogs in or out without bothering the owner. It was designed and developed by Don D. Johnson, Dept. SBS, 561 Alta Vista Way, Laguna Beach, Calif.

The Pet-Dor consists of moulded flexible neoprene rubber parts that



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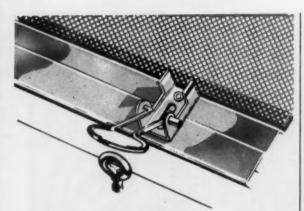
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The only tension screen with spring latch for permanent tension down and across



With Loxcreen's exclusive 2-way pull Spring Latch, these frameless screens fit as snug against the sides of the window frame as they do at top and bottom. Form a bug-free closure with all the convenience and modern appearance of tension screens.

Inside hung, Loxcreens are so easy to fit and install that the housewife herself can do it. So satisfactory and neat that the contractor will be proud to claim their installation.

Complete individually packed screen unit, in lifetime aluminum. Some distributorships available. Write

The Loxcreen Co., Inc.

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Architect, Rand-Marquis

one of 10 woods from the

WESTERN PINE region

Rugged strength, straightness, durability, high nail-holding ability—those are the traits that make Douglas Fir unsurpassed for heavy construction. It's an economical wood for residential and light construction, too, and much in demand for industrial uses, poles, ties, boxes and crates.

Douglas Fir comes in 3 select, 5 common, 3 structural, 4 dimension, 4 factory grades. It is available from most Western Pine Association member mills in straight or mixed cars—together with the other woods of the Western Pine region.

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swing in a wooden frame, installed in any flush door. Six permanent magnets immediately retract the swinging rubber door to prevent insects or drafts from entering the room.

Write for P311. Use coupon page 56.

GARAGE WALL BUFFER



It is impossible to wreck the garage while parking the car with a springsteel garage wall buffer, recently introduced by the Tuthill Spring Co., Dept. SBS, 760 West Polk Street, Chicago 7, Ill.

Called the "Protect-Ur-Wall," this garage spring buffer consists of three tempered steel curved springs, which are bolted to the garage wall studding, and an adjustable two-piece steel crossbar that fastens to the springs with U-bolts at any desired height.

Springs are painted black. The crossbar is finished in aluminum paint for maximum light reflection.

Write for P312. Use coupon page 56.

SPEEDS WINDOW PAINTING

Kwik-Skrape is a paint scraper designed to speed window painting. It is manufactured by the B and S Co., Dept. SBS, 126 State Street, New

Haven, Conn.
With Kwik-Skrape, the user paints
the window sash with the same large
brush used to paint frames and woodwork, allowing the paint to lap over onto the glass. When the paint has set, Kwik-Skrape zips the excess paint off, leaving an even paint line and a weather seal.

Write for P313. Use coupon page 56.



D-I-Y ALUMINUM TUBING

The Reynolds Metals Co., Dept. SBS, 2500 S. Third Street, Louisville, Ky., originator of workshop aluminum for the Do-It-Yourself market, announces three new fittings for use with

its aluminum tubing.

These fittings add to the uses for which tubing is appropriate. They include a floor flange, to attach the end of a section of tubing to a flat surface; T-butt connector, making possible easy joining of two pieces of tubing in a "T" or "L" joint, and 90-degree elbow, a fitting which eliminates the bending of tubing.

These fittings are available to fit all three sizes of Do-It-Yourself aluminum tubing—¾", 1", and 1¼".

Write for P314. Use coupon page 56.

PRE-FAB FIREPLACE

The Uni-bilt fireplace unit has been tested and approved by Underwriters Laboratories for installation against any wall surface. It is made by the Uni-bilt Division, Vega Industries, Inc., Dept. SBS, Syracuse 5, N. Y.

The outer shell of the fireplace is



steel, with stainless steel trim. The firebox is formed of high-impact ceramic material. Except for trim, the unit is primed for painting with any interior paint. A flexible hearth screen is standard equipment.

Write for P315. Use coupon page 56.

ROOF COATING

Permite "3-A" roof coating consists of three proven weather-protective aluminum, asbestos, and agents asphalt. It has been introduced by the Permite Paint Division, Aluminum Industries, Inc., Dept. SBS, 2438 Beekman Street, Cincinnati 25, Ohio.

The large-flake aluminum pigment and steam-blown refined asphalt compound are reinforced with a premium grade of long, staple asbestos fibers. The result is a durable, resilent coating that is immune to chipping, peeling, and sun-damage failures.

It is packaged in 1-quart, 1-gallon, and five-gallon cans, and 55-gallon drums.

Write for P316. Use coupon page 56.

ASPHALT SIDING



Unusually thick butt edges and deep grain engraving that produces a darker shadow are combined in the new Grain-Tone and Grain-Lap asphalt siding. The siding is made by Edco Products, Dept. SBS, Hopkins, Minn.

The siding was developed to produce greater economy by cutting waste in application. Both Grain-Tone and Grain-Lap come in a wide

range of colors.

They both come in panels 48" long and 10" wide. The only difference between Grain-Tone and Grain-Lap is that color is added to the Grain-Tone panels.

Write for P317. Use coupon page 56.

NON-DRIPPING PAINT

Jelled Magic is a non-drip paint ideal for covering ceilings and interior walls. It is made by the American-Marietta Co., Dept. SBS, 101 East Ontario Street, Chicago 11, 111.

Because its thickness is similar to that of jelly, this paint will not run off brush or roller down the painter's arm. It is homogenized so that it doesn't have to be stirred. The user merely opens the can and starts painting.

Jelled Magic is said to be extremely washable and to provide a onecoat job for most surfaces. It is free

from "painty" odors.
Write for P318. Use coupon page 56.

ELECTRIC HAND SAW

Mall's model 54 portable electric hand saw combines many higherpriced features at a budget price of only \$59.95. It is offered by the Mall Tool Co., Dept. SBS, 7725 South

How to get the cream of plywood sales

When competition is tough, the sales value of a good name is unbeatable. People who require the best materials know the value of the most famous and respected name in plywoods—SUPER-Harbord. (Boatbuilders, for instance, know "SUPER" as the best

for boathulls. Few will use anything else.)

The prestige of the self-selling Harbor names will get you the cream of plywood sales. Call your Harbor man for a briefing on this royal family of plywoods. They're best for building anything—from boats to built-ins.

There's no confusion of grades and types in the royal family of plywoods. The quality that built the name SUPER-Harbord, exists in all these:

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3 names, 9 products, 1 quality ...

All solid core, 100% waterproof, specially selected veneers, precision manufactured.

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- . LAPPED SIDING
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- . KNOTTY PLANKED
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Extremely tough, smooth, resin-impregnated overlays on SUPER-Harbord cores, Perfect point surface.

Exciting new sculptured plywood paneling for indoor or outdoor use. Natural wood beauty at low cost.

4. Core strips are machine-edged and butted tight. No possibility of trouble-making gaps. 5. Harbor-developed glue, the original 100% water-

 Only select veneers are used. Means extra durability.

2. Every panel rehumidified to restore natural moisture. Minimizes grain

3. Even smallest flaws are removed, patched with solid wood.

raise, warping.

 Harbor-developed glue, the original 100% waterproof plywood glue, bonds veneers forever.

Result: Super-quality, solid core, waterproof panel. This production care is standard procedure in the "SUPER" line.

Hore's what makes it unbeatable:

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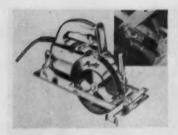
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Chicago Ave., Chicago 19, Ill.

Its narrow design permits straight cutting in tight places. A handle centered directly over the motor gives better balance. It weighs 8% pounds and has a maximum depth of cut of 1%" at 45 degrees. A larger, oversize shoe tightens in front and back when bevel adjustments are being made. Ball and needle bearings guarantee longer life for the saw.

Write for P318. Use coupon page 56.

PAINT SPRAYERS

Thomas Industries, Inc., Dept. SBS, Sheboygan, Wis., announces a double-duty integral air-compressor and paint-spraying unit for multiple uses around the home.

Budget-priced for competition, the Uni-Pak incorporates a new twoply diaphragm compressor with nylon core.

The Uni-Pak is made of die-cast aluminum.

Thomas Industries also recently introduced a compact, portable gasoline-driven paint-spraying unit—the Power-Pak, for farm use. It will run from four to six hours on just one tank of fuel.

Write for P320. Use coupon page 56.

BUILT-IN RANGES

The Modern Maid line of ranges now includes built-in models for both gas and electricity. They are made by the Tennessee Stove Works, Dept. SBS, Chattanooga 1, Tenn,

The electric top units are only 3"



deep, permitting more drawer space underneath. Oven-broiler units have stainless steel door and moulding. A griddle is available for the gas model.

Write for P321. Use coupon page 56.

EXTERIOR PANELING

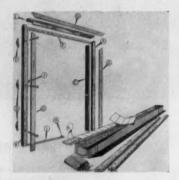
Crezon is a plywood with a plastic overlay to assure a weather-resistant surface. It is announced by the Crown Zellerbach Co., Dept. SBS, 343 Sansome, San Francisco 19, Calif.

To form this plywood plastic "sandwich," a smooth plastic surface is bonded to the plywood under intense heat and pressure. This surface resists checking, even under extreme weather conditions; takes paint smoothly; saws without splintering; drills perfectly.

This Crezon fused plywood also is recommended for interior use, especially in kitchens, bathrooms, and laundries.

Write for P322. Use coupon page 56.

CONVERTS SWINGING DOOR



The Series 1500 remodeling kit converts a swinging door to a sliding door. It is introduced by the Kennatrack Corp., Dept. SBS, Elkhart, Ind.

track Corp., Dept, SBS, Elkhart, Ind.
Jambs (A) and (B), header (E),
and trim (G) are pre-cut. Toggle
bolts (D) replace nails at the closing
jambs. The track is factory-assembled to header. Jambs are reversible
for right- or left-hand openings.

The package is available in all standard 1%" door sizes.

Write for P323. Use coupon page 56.

OVERHEAD DOOR LINE

Keystone moderately priced overhead garage doors have been introduced by the Calder Manufacturing Co., Dept. SBS, Lancaster 32, Pa.

The Keystone line incorporates Calder's famous "Wedge Tight" feature. This assures permanent tight closing and easier operation.

Designed mainly for project builders and garage builders, the Keystone currently is made only in a one-car size.

Write for P324. Use coupon page 56.

FLUSH DOORS

The Perry Door Co., Dept. SBS, 200 South Victory Boulevard, Burbank, Calif., announces two flush doors—



one with a solid fiber core, one with glass louvers in the upper portion.

The fiber-core door is extremely light, yet fully soundproof. It is available in all veneers and finishes. Because of its sturdy construction and soundproof qualities, it is ideal for schools and hospitals.

The Eldorado glass louver door, made in all plywood veneers, has an inside removable screen. The heavy-gauge steel louver has an automatic safety lock.

Write for P325. Use coupon page 56.

CLEAR FLOOR FINISH

Masuron is a new floor finish said to dry with such speed that by the time the floor is finished, the first part started will be dry enough to walk on. The finish is made by John W. Masury and Son, Inc., Dept. SBS, 1700 Bayard Street, Baltimore 30, Md.

Masuron is not a shellac nor a varnish. Its resistance to wear and tear is said to make it one of the most durable of electrical for finishes.

most durable of clear floor finishes. Write for P326. Use coupon page 56.

STACKED AWNING UNIT

This wood awning window unit is designed to stack one upon the other or side by side. It is factory-glazed with insulating glass or single glass by the manufacturer, the Silcrest Co., Dept. SBS, 100 Thomas Street, Wausau, Wis.

The mullion is said to be the narrowest on the market — 1-5/16". Operating sash are available in six different sizes, fixed sash in three sizes. The operating sash are crank-operated and open to a full 90 degrees. Operating units are fully

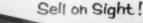


Makes Insulation Attractive!



REYNOLDS ALUMINUM REFLECTIVE INSULATION

Attractive to the eye, this embossed foil on heavy kraft paper. Attractive to the touch—clean, pliable, easy to staple. Type B, both sides foil; Type C, one side. 250 sq. ft. rolls, 25", 33" and 36" wide.







REYNOLDS Lifetime ALUMINUM GUTTERS

They really look beautiful — in plain or embossed finish, Half-Round or Ogee. And you can see how easy they are to put up—slip joints, no soldering. Use Reynolds display and watch them sell!

PROFIT BY ALL THESE PROFIT-MAKERS

Simply Perfect!

REYNOLDS ALUMINUM

Self-Lifting

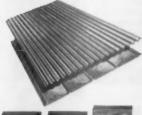
GARAGE DOOR



Simplicity is the mark of this perfected door. Customers can install it themselves. Needs only 6" clearance at top. Rugged construction. Complete in compact package. The Best Roofing and Siding with the Best Farm Plans!

REYNOLDS <u>lifetime</u> ALUMINUM

48" wide Corrugated and 5-V Crimp



Wider, labor-saving sheets to use with modern, money-saving plans. 20 different Farm Building plans, from range shelters to big pole barns. All described in one business-building catalog...write for yours!



Sell Flashing and Nails from these
MERCHANDISER DISPLAYS . . . all the stack you need!
Reynolds Lifetime Aluminum Nails in every type you need — sep-

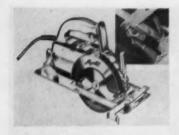
Reynolds Lifetime Aluminum Nails in every type you need — separately boxed, with fully descriptive labels. Reynolds Lifetime Aluminum Flashing in 50-ft. rolls as shown—or in cartons of flat sheet.

Check off these items with your Reynolds Aluminum salesman...they're all profit-makers. And sell Reynolds Do-It-Yourself* Aluminum, too. See

Reynolds "Do-It-Yourself" show, Sundays, NBC-TV. Reynolds Metals Company, 2036 South Ninth Street, Louisville 1, Kentucky.

*Reg. U. S. Pat. Off.

REYNOLDS ALUMINUM
BUILDING PRODUCTS



Chicago Ave., Chicago 19, Ill.

Its narrow design permits straight cutting in tight places. A handle centered directly over the motor gives better balance. It weighs 8% pounds and has a maximum depth of cut of 1%" at 45 degrees. A larger, oversize shoe tightens in front and back when bevel adjustments are being made. Ball and needle bearings guarantee longer life for the saw.

Write for P319. Use coupon page 56.

PAINT SPRAYERS

Thomas Industries, Inc., Dept. SBS, Sheboygan, Wis., announces a double-duty integral air-compressor and paint-spraying unit for multiple uses around the home.

Budget-priced for competition, the Uni-Pak incorporates a new twoply diaphragm compressor with nylon core.

The Uni-Pak is made of die-cast aluminum.

Thomas Industries also recently introduced a compact, portable gasoline-driven paint-spraying unit—the Power-Pak, for farm use. It will run from four to six hours on just one tank of fuel.

Write for P320. Use coupon page 56.

BUILT-IN RANGES

The Modern Maid line of ranges now includes built-in models for both gas and electricity. They are made by the Tennessee Stove Works, Dept. SBS, Chattanooga 1, Tenn.

The electric top units are only 3"



deep, permitting more drawer space underneath. Oven-broiler units have stainless steel door and moulding. A griddle is available for the gas model.

Write for P321. Use coupon page 56.

EXTERIOR PANELING

Crezon is a plywood with a plastic overlay to assure a weather-resistant surface. It is announced by the Crown Zellerbach Co., Dept. SBS, 343 Sansome, San Francisco 19, Calif.

To form this plywood plastic "sandwich," a smooth plastic surface is bonded to the plywood under intense heat and pressure. This surface resists checking, even under extreme weather conditions; takes paint smoothly; saws without splintering; drills perfectly.

This Crezon fused plywood also is recommended for interior use, especially in kitchens, bathrooms, and laundries.

Write for P322. Use coupon page 56.

CONVERTS SWINGING DOOR



The Series 1500 remodeling kit converts a swinging door to a sliding door. It is introduced by the Kennatrack Corp., Dept. SBS, Elkhart, Ind.

Jambs (A) and (B), header (E), and trim (G) are pre-cut. Toggle bolts (D) replace nails at the closing jambs. The track is factory-assembled to header. Jambs are reversible for right- or left-hand openings.

The package is available in all standard 1%" door sizes.

Write for P323. Use coupon page 56.

OVERHEAD DOOR LINE

Keystone moderately priced overhead garage doors have been introduced by the Calder Manufacturing Co., Dept. SBS, Lancaster 32, Pa.

The Keystone line incorporates Calder's famous "Wedge Tight" feature. This assures permanent tight closing and easier operation.

Designed mainly for project builders and garage builders, the Keystone currently is made only in a one-car size.

Write for P324. Use coupon page 56.

FLUSH DOORS

The Perry Door Co., Dept. SBS, 200 South Victory Boulevard, Burbank, Calif., announces two flush doors—



one with a solid fiber core, one with glass louvers in the upper portion.

The fiber-core door is extremely light, yet fully soundproof. It is available in all veneers and finishes. Because of its sturdy construction and soundproof qualities, it is ideal for schools and hospitals.

The Eldorado glass louver door, made in all plywood veneers, has an inside removable screen. The heavy-gauge steel louver has an automatic safety lock.

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CLEAR FLOOR FINISH

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Masuron is not a shellac nor a varnish. Its resistance to wear and tear is said to make it one of the most durable of clear floor finishes.

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STACKED AWNING UNIT

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Attractive to the eye, this embossed foil on heavy kraft paper. Attractive to the touch—clean, pliable, easy to staple. Type B, both sides foil; Type C, one side. 250 sq. ft. rolls, 25", 33" and 36" wide.





REYNOLDS Lifetime ALUMINUM GUTTERS

They really look beautiful—in plain or embossed finish, Half-Round or Ogee. And you can see how easy they are to put up—slip joints, no soldering. Use Reynolds display and watch them sell!

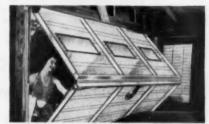
PROFIT BY ALL THESE PROFIT-MAKERS

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REYNOLDS ALUMINUM

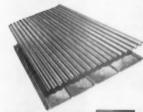
Self-Lifting

GARAGE DOOR



Simplicity is the mark of this perfected door. Customers can install it themselves. Needs only 6" clearance at top. Rugged construction. Complete in compact package. The <u>Best</u> Roofing and Siding with the <u>Best</u> Farm Plans!

REYNOLDS Lifetime ALUMINUM
48" wide Corrugated and 5-V Crimp





Wider, labor-saving sheets to use with modern, money-saving plans. 20 different Farm Building plans, from range shelters to big pole barns. All described in one business-building catalog...write for yours!



Sell Flashing and Nails from these
MERCHANDISER DISPLAYS . . . all the stock you need!
Reynolds Lifetime Aluminum Nails in every type you need — separately boxed, with fully descriptive labels. Reynolds Lifetime Alu-

Check off these items with your Reynolds Aluminum Reynolds "Dosalesman...they're all profit-makers. And sell Reynolds Mei

Reynolds Do-It-Yourself* Aluminum, too. See

Reynolds "Do-It-Yourself" show, Sundays, NBC-TV.
Reynolds Metals Company, 2036 South Ninth
Street, Louisville 1, Kentucky.

*Reg. U. S. Pat. Off.

REYNOLDS ALUMINUM
BUILDING PRODUCTS

weatherstripped with bronze compression weatherstrip. Aluminum screens are permanently installed, easily removed for cleaning windows.

The advantage of these single units is that each unit is operated independently of the others, permitting the home-owner greater flexibility in ventilation.

Write for P327. Use coupon page 56.

BATH ENCLOSURE

The Shower Queen, a bath enclosure introduced by the Leigh Building Products Div., Air Control Products, Inc., Dept. SBS. Coopersville, Mich.

features door panels of shatterproof fiberglass.

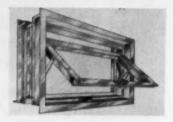
The frames for the doors and the rest of the unit are of rugged extruded aluminum, with either satin or bright polished finish.

The chrome-plated towel bars serve as towel holders on the outside and as handles to open and close the doors. Nylon roller wheels assure smooth operation.

The Shower Queen enclosure is offered either completely ready to install, or knocked down for assembly of doors. Units are made for either 5' or 51/2' tubs.

Write for P328. Use coupon page 56.

GLASS BLOCK WINDOW



The latest Ualco aluminum window is for use in 6", 8", or 12" glass block walls. It is offered by the Southern Sash Sales and Supply Co., Dept. SBS, 818 20th Street, Sheffield, Ala.

Sash Sales and Supply Co., Dept. SBS, 818 20th Street, Sheffield, Ala. This window can be used in ribbons or singly. It has frame head and sill sections continuous over the entire opening up to a maximum of 12'. The extruded head section has an integral drip section that forms a watershed.

Write for P329. Use coupon page 56.

PAINT FOR ASPHALT

Syntex colored toppings are heavybodied, plasticized mastic concentrates having a rubber base. They are made by the Flintkote Co., Dept. SBS, 30 Rockefeller Plaza, New York 20, N. Y.

These toppings are diluted with about one equal volume of water prior to application. Mineral-type fillers impart toughness to the coatings to make them resistant to a considerable amount of wear under foot traffic.

Syntex bonds to asphalt surfacing to provide complete hiding of the base black color.

Write for P330. Use coupon page 56.

PACKAGED SCREWS

The Durabilt Metal Products Co., Dept. SBS, 709 Sip Street, Union City, N. J., offers a complete assortment of packaged screws under the name of "Economy."

These screws are zinc-plated for sales appeal and weatherproofing. Each size and type is packaged in strong transparent polyethylene bags, retailing for 15 cents.

Furnished free with an initial special purchase is a brightly-colored display, about 19" x 24".

Write for P331. Use coupon page 56.

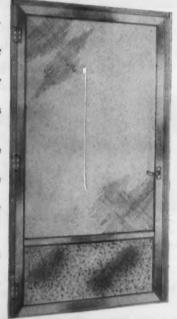
COLD-APPLIED ROOF

SealSkin is a cold-applied roof coating which eliminates many of the problems of other roofings. It is made by the Bitucote Products Co., Dept. SBS, St. Louis 10, Ohio.

SealSkin protection is achieved by brushing or spraying this Bitucote coating, an emulsified asphaltic ma-

ALL ALUMINUM SCREEN DOOR ...at a price you will be glad to pay

- Rich satin finish extruded aluminum frame.
- Embossed kick plate doesn't show scratches.
- No rotting or warping never needs painting.
- Aluminum "Z" for top and sides and expander at the bottom insures perfect fit.
- Extra heavy corners eliminate sag.
- Finger tip latch with inside locking device.
- Three heavy hinges for longer wear.
- · Alclad aluminum screen wire.
- Easy to install with instructions on every door.
- Priced to sell to the project builder.





For prices, quantity discounts, and other information consult your Wholesale Building Material Distributor or write to

MODERN PRODUCTS, INC.

1032-38 W. KANSAS AVE.

MCPHERSON, KAN.

terial, over sheets of close-mesh fiberglass fabric, unrolled on the roof immediately ahead of the brush or spray-gun. The glass fibers become embedded in the coating and strengthen it, as reinforcing bars or steel mesh strengthen concrete.

steel mesh strengthen concrete.

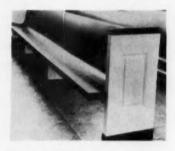
"Alligatoring" and blistering are eliminated. While preventing water from entering, SealSkin permits interior moisture to evaporate through minute pores of the emulsified asphalt coat.

Write for P332, Use coupon page 56.

MOLDED BENCHES

This Weldwood pew bench is made by forming veneers to the bench contour between accurately matched dies. It is announced by the United States Plywood Corp., Dept. SBS, 55 West 44th Street, New York 36, N. Y.

The molded panel is \", \", or



%" in thickness. The number of plys varies from 7 to 11.

Back and seat sections are formed in one piece. The ends and long edges are finished off in accordance with the architect's concept.

Write for P333. Use coupon page 56.

FORCED-AIR HEAT

The Ohio Foundry and Manufacturing Co., Dept. SBS, Steubenville, Ohio, announces that forced-air heat delivery is now available on its entire line of Brilliant Fire wall furnaces, which includes single-room and dual-room models.

Pressure delivery is attained by means of a twin-wheel blower, rather than a fan. The entire assembly, housed in separate casing, is sold as the "Blo-Air." This unit mounts directly on top of standard wall panels of the furnace.

Write for P334. Use coupon page 56.

WEATHERPROOF PANEL

Duraply is a weatherproof plywood panel, surfaced with a phenolic resin and cellulose fiber. Used for both residential and commercial construction to save in construction costs, this panel is made by the United States Plywood Corp., Dept. SBS, 55 West 44th Street, New York 36, N. Y.

One or both sides of the exteriorgrade fir plywood features an overlay sheet of "Crezon" resin-treated fiber, bonded under heat and pressure. This protection prevents checking, swelling, and grain raising.

Duraply is used for exterior siding; paneling for kitchens, bathrooms, or laundries; closets and wall units; cabinet work; outdoor signs; furniture. It comes in sizes of 4' x 8', 4' x 9', and 4' x 10'. Thicknesses are 5/16", %", \u03b4", \u03b4", and \u03b4".

Write for P335. Use coupon page 56.

MASONRY REINFORCING

Adrian Peerless, Inc., Dept. SBS, 1425 Michigan Avenue, Adrian, Mich., has added to its line of Wal-Lok horizontal mortar joint reinforcing a SuperStandard grade and prefabricated corner sections.

The SuperStandard reinforcing has 8 ga., 100,000 psi longitudinal rods and 10 ga. cross bars. Cross bars project for better bonding in mortar.

The corner sections were developed to eliminate time-consuming operations of cutting and bending.

Write for P336. Use coupon page 56.



Subterranean Termites do 95% of the \$100,000,000 annual termite damage in the U. S. In most cases, this can be easily and quickly prevented by poisoning soil with King DEEP-TREAT Penta Preservative—a job the homeowner can do for himself. Soil-poisoning with Penta is a proven process, is recommended by the U. S. Department of Agriculture. This is a big volume proposition for you and means a great saving to the homeowner against the cost of employing a commercial exterminator. Get the full story today.



KING CHEMICAL CO.

Box 3565

Memphis 6, Tenn.

KING CHEMICAL CO.

Box 3565 Memphis 6, Tenn.

Send us your new bulletin, "Kill Subterranean Termites," and details of your merchandising plan.

NAME_

FIRM___

CITY____STATE

Shunches

New items dealers may find profitable to sell - or use

STORM-SCREEN DOOR. The Kangaroo aluminum combination door features a compartment inside the kickplate for storage of screen or storm panels. This eliminates seasonal storage problems and possibility of loss. Write the Weather-Proof Co., 1407 East 40th Street, Cleveland, Ohio.

Write for P337. Use coupon page 56.

PORTABLE PIPE THREADER. The Lawco Junior portable power pipe threader permits quick and easy threading on the job. Simple adapters and a speed reducer make it possible to handle pipe from ¼" to 10". Write the Velocity Power Tool Co., Dept. SBS, 201 North Braddock Avenue, Pittsburgh, Pa.

Write for P338. Use coupon page 56.

ADJUSTABLE BALANCE. Window-Snug is said to be the only window balance and tightener which is fully adjustable after installation. It permits easy repair of windows with broken sash cords. The inexpensive device is plated against rust. Write C. R. Vogt and Co., Inc., Dept. SBS, 1528 Third Avenue, Moline, Ill. Write for P339. Use coupon page 56.

NYLON DRAWER GUIDES. Nylslide nylon drawer guides permit home-owners to equip drawers for easier operation. They have no moving parts to wear or break. They are packaged, with cement-coated nails, in a clear plastic package for sales appeal. Write Hardware Designers, Inc., Dept. SBS, 256 Madison Avenue, Irvington 11, Ill.

Write for P340. Use coupon page 56.

SPACE HEATER. The Neo-Glo heating elements in the portable Fan-Glo Heetaire electric space heaters are guaranteed for life. If one burns out, it is replaced free. Write Markel Electric Products, Inc., 145 Seneca, Buffalo, N. Y.

Write for P341. Use coupon page 56.

STORAGE PRE-FAB. The Storport is a packaged building 8' by 10', and 6' to the eaves. It is made of embossed wood-grain-patterned aluminum in sections easily erected by one man in a few hours. It is suitable for a storage room, tool house, or work shop. Write the General Products Co., Inc., Dept. SBS, Fredericksburg, Va.
Write for P342. Use coupon page 56.

SLIDING DOOR HARDWARE. The Series "500" pocket frame hardware set for sliding doors is popular for its wrap-proof, quick-installation features. The set consists of steel header and split jamb members, including extruded aluminum track, two-wheel nylon hangers, flush and edge pulls, bottom door guide, and screws and bolts. Write Lawrence Brothers, Inc., Dept. SBS, Sterling.

Write for P343. Use coupon page 56.

EXPANSION FASTENERS. Rocket Neo-Grip expansion fasteners permit fastening without tearing or shattering in such materials as plaster, gypsum board, fiberboard, asbestos, glass, plastics, ceramics, tile. While exerting great pressure, the rubber sleeve acts as a cushion to protect walls. Write the Rocket Devices Corp., Dept. SBS, 142 Liberty Street, New York 6, N. Y.

Write for P344. Use coupon page 56.

RADIANT GLASS PANEL. To meet the growing need for increasing output from electric heating sources, a 1,500-watt radiant glass panel has

> DO YOU WANT more information on any of these new products? Just mail the coupon on page 56 after circling the product number shown with item.

been developed. Called the Berko panel, it is built in three powerinput ranges for 120, 208, and 240 volts. Write the Berko Electric Manufacturing Corp., Dept. SBS, 212-40 Jamaica Avenue, Queens Village, N. Y.
Write for P345. Use coupon page 56.

BUILT-IN SAFE. The Kwikset Secure-All safe is a low-priced, builtin wall safe that offers safety-deposit-box security to home-owners. It fits into any 4" wall. It is made from heavy-gauge steel, insulated on all sides, and locks with a flush pin tumbler mechanism. Write the Kwikset Sales and Service Co., Dept. SBS, Anaheim, Calif.

Write for P346. Use coupon page 56.

AWNING PACKAGE. Home-owners can assemble and install their own economical hardboard awnings with the new Sturdy Awning kit. It comes in six widths up to 8', in models for both doors and windows. Write Fabricators, Inc., Dept. SBS, Schiller

Write for P347. Use coupon page 56.

LOCK INSTALLATION KIT. The Schlage lock installation tool kit No. 1062 contains a boring jig, hole saw, backset guides, strike locators. boring bits, strike-marking chisel, and latch-marking chisels. Brackets hold each tool in place to protect them in transit. Write the Schlage Lock Co., Dept. SBS, 2201 Bay-shore Boulevard, San Francisco, Calif

Write for P348. Use coupon page 56.

HOLDS TAPE RULE. The Tape-Hold pocket-saver holster slips on a man's belt to hold the tape rule safely yet out of the way. The case is fitted so that the rule can't slip out. Available in two sizes, for 8' and 10' tapes. Write Bauer-Lee and Co., Dept. SBS, 140 E. Montecito, Sierra Madre, Calif.

Write for P349. Use coupon page 56.

BEVELED HARDBOARD. Many Masonite hardboards are now available to dealers with a beveled edge. For a nominal charge, bevels will be made at a 45-degree angle to the face of the panel and cut to onehalf the panel's thickness. Write the Masonite Corp., Dept. SBS, Box 777, Chicago 90, Ill.

Write for P350. Use coupon page 56.

CLOTHES DRYER VENT. The Dryer-Vent is a ventilator to serve clothes dryers. An attractive hood blends in with the lines of the house and is hardly noticeable when painted. It conceals a floating damper that retards back drafts. Write Air Control Products, Inc., Dept. SBS, Coopersville, Mich.

Write for P351. Use coupon page 56.

BUTT HINGE. The Series 540 "builders special" full-mortise butt hinge is made with both square and round corners. Low in cost for development housing, it is swaged to standard specifications and completely de-burred. Finished in dull brass or bonded prime coat. Write the Griffin Manufacturing Co., Dept. SBS, Erie, Pa.

Write for P352. Use coupon page 56.

STURDY FLOOR ENAMEL. Tredon enamel for floor and porch resists heavy daily foot traffic. One coat protects against marring and scratches. Available in nine colors. Write Sapolin Paints, Inc., Dept. SBS, 229 East 42nd Street, New York 17, N. Y.

Write for P353. Use coupon page 56.

NEOPRENE COATING. Corrocote No. 362 neoprene base protective coating guards metal, wood, and concrete surfaces against moisture. oils, chemical fume, salt air, and fungus corrosion. Its elasticity eliminates failures caused by expansion and mechanical vibration. Write the Chemical Coatings and Engineering Co., Dept. SBS, Broomall, Pa. Write for P354. Use coupon page 56.

MEDICINE CABINETS. National Metal-Art sliding-door medicine cabinets are made in 25 different models. They come without lights or with side or top fluorescent lighting, in chrome, stainless steel, and baked enamel frame finishes. Write the National Metal-Art Manufacturing Co., Inc., Dept. SBS, 8th Avenue at 19th Street, Brooklyn 15, N. Y.

Write for P355. Use coupon page 56.

VENETIAN BLIND. The Flexalum "Twi-Nighter" is a venetian blind that can completely seal out light or permit a varying degree to enter. It is ideal for bedrooms to permit daytime sleeping or for cutting out light in rooms with TV sets. It is made in 15 colors. Write the Hunter Douglas Corp., Dept. SBS, 150 Broadway, New York 38, N. Y.

Write for P356. Use coupon page 56.

PROTECTS ROOFS. Siliconed Asbestolite is a bright aluminum coating. It protects and preserves roofs while reducing under-roof temperatures as much as 20 degrees. Its wide range of application possibilities runs from schools and hotels to chicken houses and barns. Write the Monroe Co., Inc., Dept. SBS, 10703 Quebec Avenue, Cleveland 6, Ohio. Write for P357. Use coupon page 56.

FIBERGLASS TUBS. A colorful line of fiberglass laundry tubs are said not to chip or crack. They come in 2-, or 3-tub combinations for individual use or counter top application. Selfridge Co., Dept. SBS, 5606 Euclid Avenue, Cleveland 3, Ohio.

Write for P358. Use coupon page 56.

PREVENTS WATER SEEPAGE. Waterfoil is a new readymixed cement-base paint said to prevent water seepage in basements, silos, or elevator pits. Unlike many other cement-base paints for similar use, Waterfoil may be applied to a wet or dry wall without need to saturate the surface with water before and after application. Sun Chemical Corp., Dept. SBS, Long Island City,

Write for P359. Use coupon page 56.

DOOR OPERATOR. Auto-Magic is thoroughly-tested garage door automatic opener. It will open, close, and lock the garage door, and then turn off the garage light. Auto-Magic Division, U. S. Motors Corp., Dept. SBS, Oshkosh, Wis.

Write for P360. Use coupon page 56.

FELT WALL COVERING. To meet the demand for a lower-priced but high-quality felt-base wall covering, Armstrong has introduced Standard

Wall Covering. This will sell for about 20 per cent lower than Quaker Wall Covering. It comes in 54" widths, in six patterns with selfbordered design. Armstrong Cork Co., Dept. SBS, Lancaster, Pa.

Write for P361. Use coupon page 56.

IMPROVED DRILLS. Super HSCtype improved carbide-tipped drills now have extra-large carbide ends for superior resistance to destructively-high heats. They are made in 27 sizes, ranging from 3/32" to 1/2", with a round shank. Type H, with a hexagonal shaped body, ranges in size from %" to %". Superior Tool Co., Dept. SBS, 21650 Hoover Road, Detroit 13, Mich.

Write for P362. Use coupon page 56.

VINYL FLOOR TILE. Goodrich Koroseal vinyl asbestos floor tile is now made in Dogwood pink and charcoal-with-pink. This brings the colors and patterns available up to 18. Write B. F. Goodrich, Dept. SBS. 10 East 40th Street, New York, N. Y.

Write for P363. Use coupon page 56.

ALUMINUM WINDOWS. The Royal aluminum combination window now features "Vel-Seal." This weatherstripping is made from millions of tiny animal fibres, woven into the Vel-Seal lining, to provide a completely water-repellent, flexible, and resilient cushion and guide surface for window sash panels. Alumatic

Corp. of America, Dept. SBS, 2091 South 56th Street, Milwaukee 14,

Write for P364. Use coupon page 56.

STORES TOOLS. The Han-D-Hook rack attaches to the wall to hold rakes, hoes, shovels, or other garden tools. Each unit provides six hooks, and several units can be lined up together. Each hook unit retails for 79 cents. Han-D-Hook, Inc., Dept. SBS, Bath, Ohio.

Write for P365. Use coupon page 56.

POWER GENERATOR. The Mall model 3WA portable generator is a 3,000-watt, single phase, 120-volt AC, 25-ampere set. It is used to operate electric tools on the job, floodlights, house lights, radios, water pumps, milkers, coolers, and other electrical appliances. Write the Mall Tool Co., Dept. SBS, 7725 South Chicago Avenue, Chicago 19, Ill.

Write for P366. Use coupon page 56.

SINK INSTALLATION TOOL. The Spring "sink installer" now features a new screwdriver-type head, making it possible to install a sink and rim quickly, regardless of what type or size bolt is used. Write the Spring Load Manufacturing Corp., Dept. SBS, 3610 First Avenue South, Seattle 4, Wash.

Write for P367. Use coupon page 56. COMPRESSED-AIR SPRAYER. A

TaCo-Wood now available locally!



The TaConized board after 2 vrs. in the ground is still as sound as on the day it was put there. TaCo-Wood is not only pressure treated with an oil-borne preservative, but also has been vapor solvent recovered dry lumber, as workable as natural wood.



The untreated board has been destroyed in less than 2 yrs. Un-treated wood will rot and be attacked by termites, making repairs costly and recurrent. Wood treated only with an oilbourne preservative and not TaConized will ruin paint surfaces by discoloring and "bleed-

We specialize in treating lumber in Transit, serving all points East of Mississippi River. Plant is adjacent to SEABOARD AIR LINE-SOUTHERN RAILWAY-N. C. & St. L .- L. & N.

Truck Shipments for Short Hauls

Commercial Treating of Timbers-Large Stock-Boards-Dimension

LONGLEAF LUMBER COMPANY, INC.

Wholesalers of West Coast Lumber Products to Retail Dealers & Industrial Accounts 1094 Huff Rd., N. W .- Tel. BE 8246-8247 ATLANTA, GA.



mobile-type compressed-air sprayer, Universal's model 145 Mobl, is ideal for getting complete coverage of liquid floor-cleaning compounds, concrete hardeners, and similar products in hard-to-reach spots. Its three-nozzle boom sprays a uniform pattern up to 3' wide. It is pulled by a golf-cart type of conveyor. Write Universal Metal Products Co., Dept. SBS, Saranac, Mich.

Write for P368. Use coupon page 56.

COUNTER-TOP LAVATORY. The Countess Ensemble is a new lavatory to be set in a built-in bathroom vanity unit. Its over-all size is 42" by 17". It has an exposed front panel, new-shaped basin, twin front overflows, and soap depressions on both sides. Available in seven colors and white. Write the Crane Co., Dept. SBS, 836 S. Michigan Avenue, Chicago 5, Ill.

Write for P369. Use coupon page 56.

WALL FURNACE. The Silent Sioux Tropic Wall No. II oil furnace features forced-heat circulation, removable burner, optional thermostatic control, built-in draft regulator, and clean-out rod. The front grille is finished in light tan. It has a 58,000-BTU output. Write the Silent Sioux Corp., Dept. SBS, Orange City, Iowa.

Write for P370. Use coupon page 56.

wall hangers. Flushmounts are a new-style hanger designed to hold any object flush to any surface. It consists of a two-piece interlocking unit attached to the surface with screws. Flushmounts come in two sizes, 1" x 1" and 1½" x 1¾", stamped out of 1/16" thick, 14-gauge sheet steel, cadmium plated. Write the Harvest House Manufacturing Co., Dept. SBS, 453 South Robertson Boulevard, Beverly Hills, Calif.

Write for P371. Use coupon page 56.

JET WATER SYSTEM. The Deming "75" convertible jet water system is designed for use in small homes and cottages. It delivers up to 900 gallons of water an hour. Operation is continuous and automatic. Write the Deming Co. Dept. SBS, Salem, Ohio.

Write for P372. Use coupon page 56.

POWER SAW BLADES. Util-A-Cut is a new line of saw blades, made in four styles with diameters from 5%" to 16". The blades feature a carbide tip-brazing process which greatly reduces the possibility of tip loss. Write the Deluxe Saw and Tool Co., Dept. SBS, High Point, N. C.

Write for P373. Use coupon page 56.

JUNIOR JIG SAW. The Jig Saw Jr. is designed especially for safe use by youngsters. It sells for \$10, complete with motor, extra blades, and six patterns. It saws wood up to ½" thick, to the center of a 19" circle. Write Burgess Vibrocrafters, Inc. Dept. SBS. Gravslake. III.

Inc., Dept. SBS, Grayslake, Ill. Write for P374. Use coupon page 56.



. . . and Veni-Flex doors are quick to catch your customer's eye with glamorous natural wood finish and the textured beauty of slim, sturdy basswood slats. Ideal for closet closures, utility room concealment, room division, and many modern decorative effects. Built to last for years, Veni-Flex is easier to install (overhead track only) . . . requires no maintenance. Choice of 11 decorator colors. Grab your share of quick profits . . . stock Veni-Flex Folding Doors new!



ROL-TRAK HARDWARE

Exclusive with Veni-Flex, these brass-bearing roliers assure ease of aperation, troublefree service. No more "balky" doors.

WRITE TODAY FOR FREE FOLDER.

GENERAL PRODUCTS, Inc.

Lumber Dealer to Seek Steamboat Sunk in 1865

Lumberman A. P. Dacus of West Memphis, Ark., is planning a search for the hulk of the Sultana, a steamboat that sank near West Memphis in April, 1865. It caught fire soon after the end of the Civil War and carried 1,457 persons to death in the Mississippi River.

The disaster even changed the course of the river. Silt piling around the hulk forced the river into a new

Dacus said a study of old maps shows the site of the sinking on his riverside land. If the search is successful, he will restore the hulk to its original condition and place it on public display.

FHA Studies Wall Heater

An investigation of the performance of a gas-fired wall heater, installed in a basementless house, was recently completed by the National Bureau of Standards.

Sponsored by the Federal Housing Administration, the study was conducted in the bureau's test bungalow. Results revealed that the heat loss of the structure was not significantly greater than for other similar heating methods where the heating unit is enclosed in the heated space.

Tests Plastic Pipe

Plastic pipe that does not rot, rust, or corrode is getting a tryout for "house-plumbing" in a model school building erected on the campus of the University of Michigan by its College of Architecture and Design.

If the experiment works out, plastic pipe for all home plumbing needs may be an exciting, economical fea-ture of the home of tomorrow. Made of a new high impact, rigid Koroseal material, the new non-metallic pipe is tough and durable, resists internal pressures and has the highest resistance to shock and impact known in the plastics field.

Form Fan Institute

Five nationally-known manufacturers of home ventilating fans have formed a new trade institute known as the "Home Ventilating Fan Institute, Inc." Martin H. Young of New York City is attorney and executive secretary.

The five manufacturers include the Berns Manufacturing Corp., Chicago, Ill.; Fasco Industries, Inc., Rochester, N. Y.; NuTone, Inc., Cincinnati, Ohio; Pryne and Co., Inc., Pomona, Calif., and Trade-Wind Motorfans, Inc., Rivera, Calif.

USS Genrard ties ANYTHING you've ever seen



Job-site Delivery of Lumber to Complete Prefabricated Houses



Job-site delivery of lumber is a far cry, in size and weight, from the two com-plete prefabricated houses which the larger truck is carrying. In both cases, however, USS Gerrard Steel Strapping was used to get the material to its destination safely and undamaged.

Look at these advantages of versatile USS Gerrard Steel Strapping:

• USS GERRARD Strapping, Round or Flat, is available in a wide range of sizes-tailored for every tying application, from pallets of bricks to huge truckloads of assorted lumber.

• Lumber packaged with USS GERRARD Strapping can be handled in 1/4 the time it takes to handle loose lumber.

• USS GERRARD Round Strapping costs about 40% less than any other form of metal reinforcement.

 With packaged lumber, one inventory is enough. Grades, sizes, and varieties can easily be kept together—can be retabulated at a glance. • USS GERRARD-strapped lumber is

virtually pilfer-proof.

Single-source buying of both Round and Flat Steel Strapping reduces freight charges and paper work.

Bring your packaging and tying problems to USS GERRARD. Our engineers are here to help you solve themat no cost to you.

GERRARD STEEL STRAPPING DIVISION, UNITED STATES STEEL CORPORATION General Offices: Chicago, Illinois



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association activities

Rodeo Provides Fun for Alabama Assn.

R. N. Hawkins will be able to shoot big game as well as catch big fish after winning a first prize at the annual Deep Sea Fishing Rodeo sponsored by the Alabama Building Material Exchange, June 24-25, in Panama City, Fla.

For catching the largest king mackerel he was awarded a 16-S-S shot gun, donated by the Alabama Brick Concrete Co. of Birmingham.

P. W. Hendricks caught the largest barracuda; W. P. Dilworth, largest ling; R. E. Foskett, largest Spanish mackerel; Neil Friday, largest blue fish; J. W. Wash, largest snapper; James Grayson, largest grouper; J. E. Hathcock, largest dolphin; W. P. Simpson, largest bonita; Louis Meer, largest total in pounds of king mackerel, and Joe Roberts, largest total in pounds of Spanish mackerel.

Marvin Drake caught the most edible fish; Charles Streetman, most pounds of snapper; J. M. Massey, most unusual fish; H. H. Caldwell, fish caught in most unusual manner, and Harry Kenney, smallest fish. H. H. Caldwell awarded all prizes.

Those who didn't fish enjoyed the beach and Florida scenery. A banquet June 24 highlighted the non-fishing activities.

One hundred and thirty-five dealers and suppliers attended the annual event, which brought in about 2,000 pounds of fish this year.

New Orleans Officers

Tom Bremermann was installed as president of the Lumbermen's Club of New Orleans (La.) at a semiannual dinner dance in June.

Other officers are Bernard Goldsmith, vice-president; Joseph T. Mathes, secretary; Harry Cohen, treasurer.

The directors include Arthur Templeman, E. B. Baldinger, Jr., U. J. Hecker, Ben L. Johnson, Carlton H. Maier, John J. Prinz, R. F. Mes-

tayer, J. Hubert Walker, and W. H. O'Brien.

National Advertising Planned for Lu-Re-Co

The Lumber Dealers Research Council, Washington, D. C., has announced that a national advertising program is being planned to promote the Lu-Re-Co panel system of construction.

A sufficient number of dealers all over the nation have bought the Lu-Re-Co kit, representing some 2,000 franchised yards, so that the time is right for launching such a promotion.

In order to finance the advertising program, the LDRC is asking each franchised dealer to contribute to an advertising fund. It has suggested a contribution of \$10 per individual house or \$5 for each project house in projects of at least 25 houses.

To be guided and directed in this matter, the Council has been consulting with a group of advertising executives who have served at no expense. They mostly represent manufacturers.

FLORIDA DEALER LEADERS FOR 1955-56



New officers of the Florida Lumber and Millwork Assn. were enthusiastic over new merchandising aids at their annual convention in St. Petersburg recently.

Seated from left are D. C. Dawkins Jr., Dawkins Building Supply Co., Jacksonville, new president; Mrs. Marie Bennett, of Orlando, secretary-treasurer; and Ray C. Tylander, Tylanders, Inc., West Palm Beach, retiring president and new dealer-director to NRLDA.

Standing are the two vice-presidents. H. Gray Eckles, Pinellas Lumber Co., St. Petersburg, is at left, and Arthur C. Bivins Jr., Pacific Lumber and Supply Co., Miami, is at right. The 1956 convention will be held at Palm Beach.

LAT's Pres. Curry Is A "Stickler for Accuracy"

W. H. Curry, current president of the Lumbermen's Assn. of Texas, might be in the flour business today if he were not such a stickler for accuracy.

"Little things lead to big differences," and an argument over the meaning of "transpire" led to a \$10 wager with his boss at a flour firm.

After a dictionary proved Curry was right, he walked out of his boss' office and over to the offices of William Cameron and Co.—without collecting the \$10.

All this happened in Curry's home town of Waco, where he now is president of the W. F. and J. F. Barnes Lumber Co. He also heads the Burnett Lumber Co., Bertram Lumber Co., Whitney Lumber Co., and is a director of the M. K. T. Railroad—Texas Central.

At William Cameron and Co. Curry worked under the late well-known Lee Dewey, secretary-treasurer and buyer, and later under the late R. J. Tolson, general auditor.

About 1915, when other fields seemed to offer more promise than lumber, Curry got a job with a mill and elevator company. This job also terminated over fine points of word



TEXANS' BILL CURRY

definition by Webster's dictionary. He again went with the Cameron organization and stayed until August, 1917. At that time he joined the W. F. and J. F. Barnes firm, rising through the ranks to the presidency.

Curry married the former Sally May Ponder. They have two married sons—one a lawyer in Seminole, Tex., and the other one owner of a hardware business in Waco.

a hardware business in Waco.

He is a director of the Waco
Chamber of Commerce, Lumbermen's Investment Corp., past president of the Waco Rotary Club,
deacon of the Columbus Baptist
Church, and active in other service
groups.

Bill Curry attended the first Texas lumbermen's convention held in Beaumont and hasn't missed a con-

vention since!

To Plan Carolina Meet

The Carolina Lumber and Building Supply Assn. has announced that members will return to Charlotte again in 1956 for the 33rd annual convention, March 13-15.

Appointed to the convention committee are R. S. Kirby and R. B. McClure of Charlotte; J. C. Cauthen, Rock Hill; G. L. Goodson, Lincolnton, and F. C. Little. Wadesboro.

Promotes D-I-Y Ideas

Popular Science's September Home Improvement issue — in cooperation with the National Retail Lumber Dealers Assn. — is playing up the Do-It-Yourself theme through a special section on projects for homeowners. It offers reprints and other advertising material to dealers for tie-in promotions.



ANNOUNCING

WILSON AIR-COR ROOF DECKING

— makes condensation problems a thing of the past

—custom-made to your specifications

No matter what the interior or exterior conditions—of climate, temperature or humidity—you need no longer have a condensation problem. The solution—as presented in Wilson Air-cor Roof Decking—is scientific, unique, yet amazingly simple. Two air channels, running the length of each 2' x 8' panel, insure continuous air circulation across the entire roof—automatically and in sufficient volume (1945 cubic inches per panel) to absorb all normal condensation. For extreme conditions, forced air could be used.

Use this scientifically engineered roof decking on flat or pitched roofs—and on any type of structure. Then apply built-up roofing, shingles, slate or metal, as your design requires. The panel is designed for rafter spacing up to 48" o.c.; nail holes are pre-drilled to your order.

The strength is there; the insulation value is there. (With built-up roofing and ¹⁵/₂" Homasote, the U factor is 0.15.) Here is new insurance on air-conditioning investments.

Each panel is made up of three 2" x 2" wood members, 12" o.c., horizontally. On one edge is a wood tongue; on the other a groove. Within the groove a sponge rubber gasket insures a tight seal. The top and bottom sheets are weatherproof Homasote. According to your specifications, the top sheet may be either ¹⁵%2" or ²¹%2" in thickness; the bottom sheet (which can serve as finished ceiling) may have a linen, a striated, a wood-textured or a cement-asbestos surface.

The top piece overlaps %10" on the groove side, thus shutting out moisture (and also the asphalt of built-up roofing). The bottom piece has a 45° bevel on each side. This overlaps the wood members by ½82" to insure a tight joint between sections. Between the wood members—under the top piece—a barrier of ½6" Balsam Wool, completely encased in vapor-barrier paper, is glued. At each end of each panel two wood blocks—2" x 2" x 8"—provide for satisfactory nailing to rafters or joists. Panels are easily cut to any dimension (or supplied in special lengths, to order).

Sound-deadening partitions and sub-flooring. For interior, sound-deadening partitions, Wilson Air-cor Panels are supplied in 2', 3' and 4' widths and in heights up to 11' 2". The combination of Homasote and Balsam Wool creates an unusually efficient sound-deadening barrier... For use in partition walls, the Homasote surfaces are applied as panels beveled on both sides—and without overlap . . . For sound-deadening between floors, use the panels as sub-flooring; nail the finished flooring direct to the wood members of the panels.

Wiring—An additional advantage of the air cores is that electric wiring—whether conduit or cable type—may be passed across the roof, thus wiring the building from above. This

is not only the most economical method, but permits the placing of light fixtures wherever desired.

Our Engineering Service is available to work with you on any specific problems of roof decking, partitions or sub-flooring. Let us give you complete details and specifications. Kindly address your inquiry to Department H-11.





HOMASOTE COMPANY
TRENTON 3, NEW JERSEY

dealer NEWS



Retail Lumber Dealers Capitalize on Munford's Do-It-Yourself Experience

DILLARD MUNFORD — whose Munford Do-It-Yourself Stores have proved to many a non-handyman that he really can be handy with hammer and saw—has announced a plan for establishing D-I-Y departments for retail lumber dealers. Munford also had the nerve and faith to guarantee every purchaser of his materials that the home handyman would be satisfied with his own work or get his money back.

Actually this new plan for retail lumber yards was not Munford's idea —it started when he was requested by two yards in Anniston, Alabama, and Anderson, South Carolina, to set up something kin to a Munford store for them

Both of these dealers realized how much money home-owners were spending for such materials and wanted to capture some of this business. But neither felt they had time to spend with a housewife who wandered in for a pint of paint for

flower pots when a contractor might be waiting impatiently.

Munford solved the problem: one part of the display room would be set aside especially for Do-It-Yourself customers with one Munfordtrained salesman in charge.

The salesman is trained to advise on all construction problems a home-owner may wish to undertake. In the photograph here, taken the day the Concrete Products Co. in Anniston held its "grand opening" of the new department, Manager Dan Morris is seen at right, demonstrating to a lady customer how to lay floor tile properly. His assistant, Allen Spivey, is in the background.

They expected 300 persons to attend—more than 1,000 came!

Morris commented, "We have been in the building supply business 15 years and like other lumber yards have been cursed with credit problems. One of the most appealing aspects of this new tie-in with Munford stores is that we are getting a full 35% mark-up on all items in the Do-It-Yourself department. We had been operating on 15% to 18% for so long I had forgotten people would pay a good price if merchandise was presented correctly to them."

Munford guarantees such associates an average gross profit of 35%, although products are competitively priced. He offers a full line of materials, for which he is distributor, although the dealer is not required to give up any lines he now stocks. The Munford organization lays out the department and offers a complete merchandising program.

FLORIDA

FORT LAUDERDALE: The Pacific Lumber Co., Inc., has announced plans for a store building and storage bins at Oakland Park Boulevard. The 30' by 40' store will be air-conditioned.

BARTOW: The Imperial Lumber Co. has opened a new office building and yard on U. S. Highway 17. It stocks a full range of building materials.

KENTUCKY

LONDON: John D. Gross Jr. has bought the half interest of his partner, John Herzig, in the College Hill Lumber and Supply Co. Gross and Herzig have been in business together for several years. Herzig, who founded the firm, has retired from all business activities.

LEXINGTON: Frank Lawrence has resigned as manager of the W. L. Gibson Lumber Co. to take a position in a Lancaster lumber firm.

LOUISVILLE: A \$135,000 fire destroyed the D and D Millwork Co. recently. President Vincent P. Dentinger said the fire burned about \$35,000 worth of lumber and caused about \$100,000 damage to mill machinery.

MARYLAND

GREENWOOD: William Fleischauer has opened the Greenwood Lumber Co. on U. S. Route 13, just north of Greenwood.

KANSAS

LARNED: James Quillon has been transferred from the Braman, Okla., yard of the Antrin Lumber Co. to manage the Larned branch. He succeeded Harel Montgomery, who resigned to accept a position with a large firm in Lincoln, Neb.

BURR OAK: Leonard Kindler, who has managed the Hardman Lumber Co. here, is now with the Alma, Neb., branch. Succeeding him in Burr Oak is Norman Morris, who formerly was at the yard in Beloit.

TOPEKA: Dean A. Beck has sold his three yards in Burlingame, Lyndon, and Madison to move to Topeka to become executive vicepresident and general manager of the Kaw Lumber Co. and the Hardman-Snowden Lumber Co. He was associated with the Hardman-Snowden firm once before during his extensive career in the lumber industry

HUTCHINSON: The Robert Mills Lumber Co. has moved to a new location on Main Street in South Hutchinson.

VIRGINIA

ASHLAND: S. Durette Quarles, Ashland lumber dealer, has been appointed to the State Board of Welfare and Institutions by Governor Thomas B. Stanley.

ARKANSAS

ASHDONN: Orvis Blankenship and his wife have moved here from Linden, Tex., to work for the Hunter Lumber Co. Mrs. Blankenship formerly was with the Hampton Lumber Co. and the Groganic Lumber Co. in Linden.

NORTH CAROLINA

DUNN: A recent fire did an estimated \$75,000 damage to the Godwin Building Supply Co., which covers two city blocks and does a volume of more than \$2 million annually. Bill Godwin Jr., head of the firm, said the blaze ignited from sawdust left in a floor sanding machine. Business was resumed shortly after the fire and more materials rushed in before noon the next day to replace those lost in the blaze.

DURHAM: The University Insulation Co. recently held a "grand opening." As an opening-week special, it offered a \$79.50 storm door at half price with each ceiling insulation job. The firm also sells aluminum tension screens, storm doors, weatherstripping, and storm windows

CHARTERS OF INCORPORA-TION: Bolick Lumber Corp., Conover.

TEXAS

DALLAS: Slim T. Lake is new vice-president and general sales manager for the Alamo Lumber Sales firm. . . . Paul Griffith, president of the Wheat Lumber Co.. Dallas, has been named a director of the American Bank and Trust Co. in Oak Cliff.

GREENVILLE: The Wemix Building Material Co. currently is running an interesting, attention-getting series of newspaper ads. A threecolumn box is devoted to a picture



Silent-salesman display carton holds twelve 17-feet coils (11/8-in. wide) Guardsman Rust-Proof Bronze Weatherstripping; corrugated, punched and complete with coppered nails. Instructions for installing with each coil.

NATIONAL GUARD PRODUCTS, INC. -HEADQUARTERS FOR A COMPLETE LINE OF METAL WEATHERSTRIPPING

JACK FROST WEATHER STRIP FOR WINDOWS AND DOORS!

Low-cost, efficient! Rust-proof white metal fastened to moth-proof black felt. Pre-punched complete with nails. 18-ft. coils.



GUARDSMAN PACKAGED UNITS



Door Set. (for 3'x7'door) Consists of all necessary component parts in one package, ready for easy installation, with complete instructions.

EXTRUDED ALUMINUM THRESHOLDS



No. 435, Interlocking. 31/2" wide x 9/16" high. Concealed hook included.



No. 424, Saddle Type. 4" wide x 1/2" high.

All National Guard thresholds are highly polished, drilled and countersunk. Individually wrapped with necessary screws in neat package.

ORDER GUARDSMAN WEATHERSTRIPPING EROM YOUR JOBBER OR WRITE

NATIONAL GUARD PRODUCTS, INC., Memphis, Tenn.

and brief tribute to various local citizens in turn. At the bottom is a plug for the company's products.

SCHULENBURG: Ray F. Kusey is now sole owner of the Kusey Lumber Co. He bought the part ownership held by Roy Hardaway, who has been associated with the firm since 1953.

PAMPA: Gene Summers has been transferred to Pampa from Stratford by the Foxworth-Galbraith Lumber Co. He served in Stratford three years after working in the Dumas yard.

HOUSTON: The Builders Supply Co. plans a new office building and warehouse on Chimney Rock Road, to cost over \$125,000.

COMMERCE: James Crowell is new manager of the Temple Lumber Co., having been transferred from Clarksville.

LUBBOCK: A. J. Stark has been appointed manager of the C and B Lumber Co.

PARIS: The Clyde Parham Lumber Co, has added a hardware and sporting goods department, according to Manager Bob Ferguson.

PECOS: O. W. Sweatman is building a lumber yard in the Airlawn shopping district.

GRAND PRAIRIE: Lloyd C. Sullivan, manager of the Builders Supply Co., recently remodeled his store and yard layout to cater to Do-It-Yourself customers.

LOUISIANA

CHARTERS OF INCORPORA-TION: BM Builders Supply Co., Inc., Houma; Slagle-Johnson Lumber, Inc., Monroe; Crowley Lumber and Supply, Inc., Crowley.

OKLAHOMA

STILLWATER: Firemen fought flames for six hours before controlling a recent fire at the Donaldson-Manning lumber yard, which caused about \$75,000 damages. Heat caused a supply of paint in one building to explode, spreading the flames in all directions.

WEST VIRGINIA

CHARTERS OF INCORPORA-TION: Kanawha-Boone Lumber Co., Charleston and Cabin Creek.

MISSOURI

ALBANY: More than 200 persons registered at the opening of the new Nancy Lumber Co., including a number of people from out of town.

PRINCETON: The Princeton Lum-

ber Co. has been sold to the Lowry-Miller Lumber Co. T. W. Ballew founded the Princeton firm 75 years ago. It has been managed for the past 12 years by Thad Martin, who retired July 1. The Lowry-Miller firm closed the Princeton yard July 1 and will use it for storage purposes.

MISSISSIPPI

CANTON: Hogue's Lumber and Building Supplies held its formal opening June 4. It is located on the site of the former Ammons Lumber Co. on Highway 51, in a completely remodeled building. Otho Goolsby is manager of the Canton yard. The parent firm is in Jackson.

JACKSON: The fourth Bailey Lumber Co. yard opened July 11 at 1828 Terry Road, in the heart of a shopping area. Woodrow W. Bailey is president of the firm, and George Carl manages this branch. Bailey has served as a director of the Mississippi Retail Lumber Dealers Assn.

CHARTERS OF INCORPORA-TION: Meridian Lumber and Supply Co., Meridian.

TENNESSEE

MEMPHIS: The Gates Lumber Co., oldest and largest special millwork firm in the South, has been sold to the North Memphis Lumber Co. The name, personnel, and location will remain the same, but facilities will be expanded. Max Pinkerton, North Memphis manager, will become president of the Gates firm also, and P. A. Gates Jr., former owner, will concentrate his business efforts on his polled Hereford cattle.

CHARTERS OF INCORPORA-TION: The Lumberman's Supply Co., Inc., Nashville.

GEORGIA

ATLANTA: James T. Morrison is new manager of the paint department of the Willingham Lumber Co. Morrison has sold paint for many years and is active in the Atlanta Paint Club.

DECATUR: The Zachry Lumber Co., which was purchased last year by Magbee Brothers Lumber and Supply Co. of Norcross, has changed its name to that of the parent firm. Charles Magbee is manager. . . . Another Decatur yard opened recently on east Ponce de Leon Avenue. Known as the Patillo Lumber Co., it stocks a full line of building materials and is constructing a modern display and office building. Jack May is president and general manager.

OBITUARIES

ROBERT M. JOHNS, 82. Lumber yard owner, Sedalia, Mo.

EDWARD RICHARD JONES, 66. Co-owner, Delta Lumber Co., Blytheville, Ark.

MATT P. DINGES, 75. Retired manager, Schwaller Lumber Co., Hays, Kan.

J. H. SCOTT, 65. Manager, C. D. Shamburger Lumber Co., Kamay, Tex.

FRANK J. AUSTIN. 65. Owner, Frank Austin Co. (building supplies), Asheville, N. C.

V. E. (ZERO) WALL, 52. Managing partner, Monroe Lumber Co., Monroe, N. C.

RAY L. McINTIRE, Manager, Gardner Lumber Co., Spring Hill, Kan. WILLIAM CLARK, 77. Retired lumberman of Starks, La.

hoo-hoo LOG

The Memphis, Tenn., Hoo-Hoo Club No. 92 held a concatenation, cocktail party, dinner, and dance at the Chickasaw Country Club June 13 in honor of the Snark of the Universe, John H. Dolcater, Rameses 42 Martie Wiegand, and Ormie Lance, "only surviving member of the five Hoo-Hoo Immortals." The seven Kittens initiated were duly impressed by such an array of Hoo-Hoo "brass" on the occasion of their becoming full-fledged Cats. They included Robert E. Allmendinger, David E. Babin, Ernest L. Betz Sr., Charles S. Christian Jr., William J. DuBrucq, Charles H. Fuller, and Ernest W. McAfee. . . . Dallas, Tex., Cats and their families enjoyed a picnic as the summer outing for Club 75. . . . At the July 6 meeting of St. Petersburg, Fla., Club No. 64, Cats planned an installation party at the Shamrock Club. R. L. Osborne, field engineer of the American Wood Preservers Assn., spoke on preservative methods and materials and showed slides to illustrate his remarks. . . . The Norfolk, Va., club has a new slate of officers. Dennis R. Jackson, 61488, is president; Nathan Bundy Jr., 61491, vice-president; William J. Charles, 62400, secretary, and William L. Fentress, 62413, treasurer.

NEW 9-POINT PROFIT PLAN



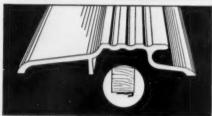
ON FAMOUS SUNRAY

JALOUSIE WINDOWS

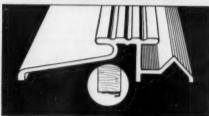
- 1. COMPETITIVELY PRICED
 With no sacrifice of quality
- 2. HEAVY EXTRUDED KD FRAME
 Just 8 screws to assemble
- 3. 100% WEATHERSTRIPPED
 All around . . . Head, sill, jambs
- 4. RATTLE-FREE GLASS CLIP Positive Locking (Pat. Pend.)
- 5. INTERCHANGEABLE LOUVERS
 Glass, extruded aluminum or
 redwood
- 6. ADJUSTS TO NARROWER WIDTHS Hacksaw trims head and sill
- ALL-ALUMINUM SCREENS Insert-type, aluminum frame and wire
- 8. POSITIVE-SEAL GLASS
 Vinyl weatherstrip edged
 louvers (Pat. Pend.)
- 9. SMOOTH OPERATORS

 Crank or T-type optional

WRITE TODAY FOR FULL DEALER INFORMATION
621 S.W. 2nd Ave., Ft. Lauderdole, Florida



3501-L-Pockaged with J-Hook, Hails and Screws



3502-L-Pockaged with J-Hank, Drip Pan, Hails and Screws



435-L-Packaged with Haile and Screws



Write for NEW Catalog and Price List

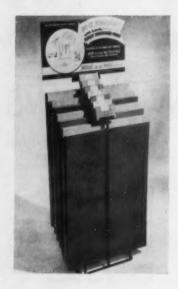
METAL TRIMS, INC.

P. O. Box 1072 · YOUNGSTOWN 1, OHIO

P. O. Box 632 JACKSON, MISS.

silent salesmen 🗞





DISPLAYS HARDBOARDS

This combination selling and merchandising display is designed to show each Forest hardboard product the dealer stocks. Seven different products are featured in the most popular Do-It-Yourself size-2' x 3'.

The rack is of wrought iron. Completely filled, it measures 11" x 3'. A five-color sign calls attention to the display from a distance.

Contact: Forest Fiber Products Co., Dept. SBS, Forest Grove, Ore.

FIBER PIPE DISPLAY

An attention-getting display for Orangeburg bituminized-fiber drain and sewer pipe utilizes an actual pipe "Y" to hold the sign.

The orange-and-black sign pictures various connecting pieces and describes the advantages and sizes of these root-proof pipe and fittings.

Contact: Orangeburg Manufactur-ing Co., Inc., Dept. SBS, Orangeburg,

SIDING SALES AID

A colorful sales presentation book is offered for use by the siding salesmen of dealers stocking Celotex.

Transparent acetate envelopes contain photographs of homes on which Celotex insulating siding has been applied. Provision also has been made for insertion of the dealer's

own jobs. The book outlines the advantages of these products for residing old buildings and for longer life of new buildings.

Contact: Celotex Corp., Dept. SBS, 120 South LaSalle Street, Chicago 3. III.

INSTALL CEILING TILE

"The Quickest, Easiest and Best Way to Install Insulation and Ceiling Tile is the title of an 8-page illustrated booklet offered to Bostitch stapler dealers for their customers.

The installation instructions are based on the recommendations of eight leading manufacturers of insulation and ceiling tile. It shows step-by-step details for installing batt, blanket, and foil-type insulations with stapling hammers and

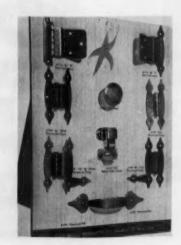
Contact: Bostitch, Dept. SBS, 1024 Mechanic Street, Westerly, R. I.

DISPLAYS HARDWARE

"New Americana" hammered hardware is displayed on a stand-up board, available free with a stock of hardware.

It holds samples of semi-concealed and flush hinges, knobs, drawer pulls, and E-Z rubber roller catch for customer to see and touch. This hardware is made in Star-Brite black, antique copper, and brushed

Contact: Star Metal Products Co., Dept. SBS, 370 Butler Street, Brooklyn 17, N Y.





SHOWS CUSTOM COLORS

This revolving, illuminated unit holds color chips of the shades offered with the Val-Hues color tube system of formulating custom paints.

This system permits the dealer to stock a nominal quantity of the basic white, plus tubes of colorant, to provide a wide range of shades. Customers can help themselves to the color chips to take home to match drapes, rugs, and other furnishings.

Contact: Valspar Corp., Dept. SBS, 7 East Lancaster Ave., Ardmore, Pa.



MARKS QUALITY PINE

The Southeastern Pine Marketing Institute trade-mark is available in banner form printed in vivid "Day-Glow" ink.

This banner can decorate stores, loads of lumber being delivered, and other spots the dealer wishes to identify as "Another Shipment of SPMI Quality Lumber."

They are available from any SPMI member mill from which lumber is purchased.

Contact: Southeastern Pine Marketing Institute, Dept. SBS, P. O. Box 1005, Savannah, Ga.

HOLDS D-I-Y PATTERNS

A display and storage rack was introduced recently to hold McCall's transfer patterns for Do-It-Yourself projects. The rack measures 24" long, 161/2" wide, and 29" high. It holds 450 patterns and a spiral-bound catalog.

Four new designs for outdoor

furniture were added in April, bringing the total number of patterns available to 33. The patterns are simply pressed on wood with an ordinary household iron.

Contact: Do-It-Yourself Division. McCall Corp., Dept. SBS, 230 Park Avenue, New York 17, N. Y.

PROJECTS IN ALUMINUM

"Meeting Room Equipment Ideas" is a 12-page instruction booklet to show how to make 10 items of equipment needed in meeting rooms-lectern, flannel board, carrying case, easel, stool, projection stand, speaker's timer, and others.

These items are to be made with Reynolds Do-It-Yourself aluminum, following diagrams and simple in-

structions.

Reynolds also has announced that its Do-It-Yourself show began Sunday, June 26, on the NBC television network. It stars Cliff Arquette and Dave Willock and will be largely in the humorous vein.

Contact: Reynolds Metals Co., Dept. SBS, 2500 South Third Street,

Louisville, Ky.

COLORED CEMENT



This Amdyco kit permits homeowners to create his own cement tiles in various shapes and colors.

The cement is made in seven colors - red, yellow, buff, brown, blue, green, and black. Each package is sold with a versatile steel mold that permits the user to make I"-thick tiles in a variety of shapes for as little as 18 cents a square foot.

Contact: American Dyewood Co., Dept. SBS, Belleville, N. J.

HOLDS POWER TOOLS

A compact metal stand permits dealers to display five Toolkraft power tools, yet stands in a space measuring 20" by 21".

The stand is offered free with the purchase of the tools it holds-an " tilting arbor saw, 12" drill press, 91/4" band saw, 15" jig saw, and a bell-disc sander.

Contact: Toolkraft Corp., Dept. SBS, Box 130, Springfield, Mass.

AREA CALCULATOR

The Morton Area and Crackage Calculator is a handy engineering instrument that shows at a glance the areas of floors, ceilings, and walls.

Constructed of vinyl plastic in a handy pocket size, it operates like a slide rule, yet it reads like a simple table. Ideal for use by those concerned with heat losses, this tool conforms to the National Warm Air (crackage) method of figuring.

It retails for \$4.75 on a moneyback guarantee.

Contact: Paul S. Morton Engineer-

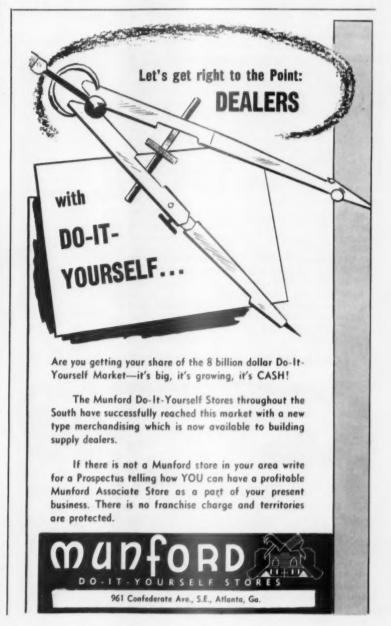
ing Service, Dept. SBS, 609 Bangor Road, Lawrence, Mich.

PACKAGE SHOWS KNOBS

Taylor door knobs now come in a "Vue-Pack" with a cellophane center to show the two knobs contained in each package.

The package says "Easy to install . Do it yourself." These packages can be stacked neatly for counter displays, simplify inventory, and keep merchandise clean.

Contact: Taylor Lock Co., Dept. SBS, Philadelphia, Pa.



manufacturers' NEWS

DOVER, OHIO. In furtherance of its quality-control program, Marsh Wall Products, Inc., has paved 90,000 square feet of roadway and parking area surrounding its plant to reduce to a minimum the amount of dust that might enter the factory, where Marlite plastic-finished paneling is made.

CONNERSVILLE, IND.: The American Kitchens Division of the Avco Manufacturing Corp. has announced the appointment of William J. Brittain as advertising manager. Robert Langenhan has joined the organization as assistant controller.

ST. LOUIS, MO.: R. H. Smith has been made assistant manager of the St. Louis distributing branch of the Pittsburgh Plate Glass Co. Previously he had been paint sales manager for Pittsburgh in New Orleans, La.

LITTLE ROCK, ARK.: New manager of the Binswanger and Co. glass warehouse here is Hunter McKenzie. He succeeded Cliff Kress, who now heads a new glass firm. McKenzie joined Binswanger in 1944 in the Memphis, Tenn., branch. He was elected treasurer last year.

HOUSTON, TEX.: Cleland Logan has been appointed gypsum representative for the Celotex Corp., according to Dudley Utter, Texas branch manager. Celotex products sold in this area are made at the Hamlin, Tex., plant.

NEW ALBANY, IND.: Edward J. Pender has been named advertising manager of United States Steel Homes, Inc., housing subsidiary of the U. S. Steel Corp. Formerly he was with the advertising agency of Batten, Barton, Durstine and Osborn, working on the U. S. Steel account.

MARSHFIELD, WIS.: Hamilton Roddis, president of the Roddis Plywood Corp. for 35 years, recently celebrated his 80th birthday. He still puts in a full day at his "job," as he calls it. He is a veteran of over 60 years in the manufacturing of plywood and doors.

NEW YORK, N. Y.: The Olin Mathieson Chemical Corp. has more than doubled its timber resources by acquiring the Brown Paper Mill Co., Inc., in West Monroe, La., with its 465,000 acres of pine and hardwood timberland.

CINCINNATI, OHIO: Patterned on the "This Is Your Life" TV program, a recent program following a dinner honored D. J. O'Conor, chairman of the board of the Formica Co. Nineteen participants in the skit spoke on that part of the company's growth and operation that each was most familiar with—recalling associations with O'Conor.

MARIETTA, GA.: John O. Adams has been made Southeastern district manager of the Aluminum Products Co. of Houston, Tex. The company makes APCO aluminum windows.

NEW YORK, N. Y.: S. W. Antoville, president of the U. S. Plywood Corp., has announced that its Canadian subsidiary, Hay and Co, Ltd.,

has bought the capital assets and business of Muskoka Wood Products, Ltd. These assets include a large hardboard flooring plant, sawmill, and about 165,000,000 feet of standing timber.

BRENTWOOD, MD.: The American Sta-Dri Co. has moved to larger quarters in the Sta-Dri Building at 4102 41st Street. President E. B. Castle announced that expansion and addition of new products is anticipated.

CUMBERLAND, MD.: President Harry B. Higgins has announced that work has started on the Pittsburgh Plate Glass Co. plate glass plant here. Equipment in the \$34,000,000 plant will provide an improved process in glass manufacture.

ATLANTA, GA.: Hachmeister-Inc., Pittsburgh, Pa., has appointed Joseph Morris as regional sales manager in the Southeastern territory. He will supervise sales of Hako floor tile, Coronet plastic wall tile, and Hako adhesiyes.

CHICAGO, ILL.: William S. Rheem II, general manager of the Rheem Manufacturing Co., has been elected a director and named a vice-president. He became assistant general manager in 1953 and a year and a half ago, general manager in charge of the four operating divisions of the firm started by his father and uncles.

NEW ALBANY, IND.: During the spring campaign of United States Steel Homes, Inc., to sell its "Brides House," more than 2,000 of these prefabricated homes were sold by 188 builders.

RICHMOND, VA.: Richard S. Reynolds Jr., president of the Reynolds Metals Co., has been elected a trustee of the University of Pennsylvania. He graduated from the school of finance and commerce at Pennsylvania in 1930.

CHICAGO, ILL.: Zegers, Inc., now embosses the trade name "Zegers Dura-seal" on all of its combination metal weatherstrip and sash balance equipment. This is to help builders sell their homes on the basis of well-advertised products.

KNOXVILLE, TENN.: The Volunteer Asphalt Co. has announced plans to construct a building for the manufacture of asphalt shingles at its new processing plant.

NEW ORLEANS, LA.: Robert E. Stein, sales representative for the Johns-Manville Corp., has been inducted into the firm's Quarter Century Club. A dinner was held at the Roosevelt Hotel in his honor, and President A. C. Seavey presented him a gold watch and pin.

REDDING, CALIF .: The United

LOXCREEN TO OCCUPY FIRE-SAFE BUILDING



The Loxereen Co., Inc., manufacturers of Loxereen tension screens, amazed the industry by resuming manufacturing two weeks after a fire leveled facilities January 21 at the Columbia, S. C., plant. This modern, fire-safe building was constructed on the site of the burned-out structure. It provides space for manufacturing parts, assembly, and warehousing, as well as offices.

States Plywood Corp. has appointed Marshall R. Leeper general manager of the Associated Plywood Division operations. Kenneth L. Morrow was named general manager of the Shasta Division operations.

CHICAGO, ILL.: The assets of J. D. Wallace and Co. have been purchased by the Union Tool Corp. and associates, Warsaw, Ind. The new owners recently formed an Indiana corporation known as J. D. Wallace and Co., Inc., to continue manufacture of Wallace woodworking machinery.

LOUISVILLE, KY.: Lee B. Thomas, president of Thomas Industries, Inc., has announced that his firm has established its general and administrative offices in Louisville. The firm has one plant in Princeton, Ky., another under construction in Hopkinsville, in addition to its Wisconsin and California plants.

NEW YORK, N. Y.: Alvin S. Baer is now general manager of the building products division of L. Sonneborn Sons. Inc. He will be responsible for sales of the firm's concrete admixtures and surface treatments, paints, water-repellent compounds, and other coatings.

Avril Finds Foreigners Want Trade, Not Charity

Foreign countries want to earn their U. S. dollars rather than receive charity, according to Arthur C. Avril, president of Sakrete, Inc., Cincinnati, who recently returned from a three-month world tour.

Founder of the do-it-yourself dry pre-mixed concrete product and international licenser, Avril set construction in motion for three new Sakrete plants in Australia. "There have to be a large number of individual home-owners in an area before a pre-mixed cement plant can successfully operate," Avril pointed out.

During the three-month trip, Mr. and Mrs. Avril talked to businessmen from Honolulu to Rome.

"Every country wants to do more business with America," he reports. "If they could sell more things to us they would get more U. S. dollars in return. Nobody actually wants dollars given to them. They want trade."

The Avrils found that people of Australia and New Zealand have considerable admiration for Americans.

"The Australians told me they'd like to be our 49th state," Avril recalls. "Then they smile and say they'll never do it because of their love of the Queen. But they want to be more like Americans and they have the pioneering spirit."

HHFA Announces More Slum Clearance Moves

The Housing and Home Finance Agency has announced approval of several programs in the South and Southeast to eliminate and prevent slums.

Florence, Ala., the largest of the Tri-Cities which form the major urbanized industrial area in the northwest corner of Alabama, has received a loan and grant for a project called Handy Heights, to include 250 low-rent units.

Birmingham, center of Alabama steel mills, has been granted an additional 750 units. It already has 3,768 low-rent public housing units.

Newport, Ky., has received an allocation from the Public Housing Administration for 50 more units, to be made available to eligible Negro families. The city already has two public housing projects containing 325 units. Wilmington, Del., has been granted an additional 400 units, to be added to its present 760 units.

A grant of \$21,775 has been made to the Metropolitan Area Planning Commission of Pulaski County, Little Rock, Ark., to cover formation of planning standards, survey of land uses, and other related purposes. Waverly, Tenn., has worked out a plan to set up codes and ordinances for minimum housing standards.



Southern Pine Manutacturers Form Research and Development Committee

THE SOUTHERN PINE lumber industry has placed into motion the machinery for a research program that may reach hundreds of years into the future — and could even harness the atom to lumber manufacture.

A second prospect, of immediate interest to the consumer, is the development of new and improved homebuilding techniques aimed at substantial cost reduction and the creation of new and better materials for home construction.

The recently-organized Research and Development Committee of the Southern Pine Assn., chairmanned by Earl M. McGowin, of the W. T. Smith Lumber Co., Chapman, Ala., will review the results of research already done and then initiate specific research projects and develop-

ment directed toward improving Southern pine products, the development of new uses, and reduction of cost to consumers. Ideas received from lumber manufacturers will determine the priority of projects.

Here are some of the more unusual suggestions discussed at the recent convention of the Southern Pine Assn., when SPA's research committee held its planning meeting:

1. Possible future application of atomic energy to lumber manufacture, specifically the use of radioactive isotopes to control the thickness and determine the moisture content of lumber. The intriguing idea was expressed that use of the isotopes to control thickness might result in eliminating entirely the final planing phase, and thereby reducing the over-all cost of manufacture. Atomic radiation already is in use for the study of plant genetics, the acknowledged objective of which is better and even more desirable species of Southern pine.

2. Help to the homebuilder in the form of more complete and scientific exploitation of Southern pine's strength potential and by the development of new and less expensive house-framing techniques.

It has been suggested that use be made of current electronics studies of the vibration qualities of wood, which are aimed at the creation of an accurate yardstick whereby the strength properties may be determined and low strength lumber segregated from high strength. These studies presently being conducted by the U.S. Forest Products Laboratory have incalcuable potential. If the degree of strength of individual pieces of lumber can be definitely ascertained, the strong pieces could be segregated and used for structural members, and much smaller pieces than are in use today could be applied for the same purposes.

It is considered that some traditional house-framing procedures are too costly and that by new techniques, such as the spacing of wood sheathing, the quantities required and the cost can be reduced.

3. Improved "drying" techniques, possibly through the use of infra-red cooking and induction heating. The Southern pine industry already has made considerable progress in this area. It involves the process of scientifically reducing the moisture content of lumber so that it will not shrink after use in a building.

R. C. Rietz, chief of the timber physics division, U. S. Forest Products Laboratory, declares "there is no substitute for properly dried lumber," and he gives full credit to the Southern pine lumber industry for pioneering in its promotion. While Rietz leans toward more intensive utilization of present facilities for lumber drying, others advance the idea of infra-red cooking, now applied in large restaurants for "mass-production" of food where fast cook-

For REAL SERVICE on West Coast lumber and lumber products...





these TW&J sales people are ready to help you.



ing is essential. This method involves reversal of conventional cooking whereby food is cooked from the outside in, and proponents of the type believe it could speed up the drying of lumber.

4. New cutting methods. Studies of ultra-sonic vibrators and high-speed thread bands already are being conducted by some Southern pine manufacturers.

Other research ideas on file pertain to mass production by the most economical means of glued laminated wood, and to actual improvement of the physical properties of wood through various scientific means.

In addition to McGowin, the SPA research committee members include: Ronald A. Coco, Baton Rouge, La.; E. E. Dargan, Conway, S. C.; F. M. Dierks, Mountain Pine, Ark.; Philip E. Frankfort, Franklin, Va.; Robert H. Rush, McRae, Ga.; T. L. L. Temple III, Diboll, Tex.; and Peter F. Watzek, Crossett, Ark.

National Gypsum To Boost Production

Melvin H. Baker, chairman of the board of the National Gypsum Co., Buffalo, N. Y., announced his firm's vast deposit of gypsum in Halifax, Nova Scotia, Canada, recently.



MELVIN H. BAKER, National Gypsum's chairman, addressing the Louisiana dealer convention last spring.

The current building boom has created a shortage of gypsum products, a spokesman said, and the Halifax deposit is enough to build interiors for 100 cities the size of Philadelphia. Further hope for relieving the shortage will come from expanded plant facilities.

Baker also announced that National Gypsum plans to build a plant in Anniston, Ala., to produce wallboard cover paper. It will cost several million dollars and employ about 125 persons.

Construction is scheduled to begin in August. The plant will have a capacity of 200 tons of paper daily. Scrap paper collected in Alabama and Georgia will be used. The firm has 37 other plants throughout the nation.

The sales organization has been increased and two executives promoted

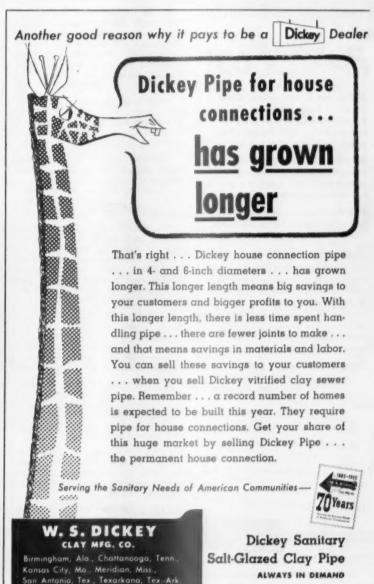
Wade W. Hildinger, general sales manager, is now director of general sales. Succeeding him in his former post is Melvin F. Cerruti, former Eastern sales manager.

Red Cedar Group Meets

The Western Red Cedar Lumber Assn., organized a year ago, recently held its first annual meeting in Vancouver, B. C., Canada. It is composed of 16 Western red cedar lumber manufacturers from Washington state and British Columbia.

The meeting was highlighted with reports from the trade promotion, research, and finance committees.

Officers re-elected for the next year include R. M. Ingram, president; Don Johnston, vice-president; John McCrory, treasurer, and Arthur I. Ellsworth, secretary-manager.



If it's made of clay it's good . . . if it's made by Dickey it's better'



There is no other WATER VAPOR BARRIER like Richkraft 65!

- Richkraft is impervious to the effects of Fungi. The Kraft sheets are treated with special fungicide in accordance with Housing Research Series No. 15 H.H.F.A.
- Richkraft is made up of two heavy Kraft sheets bonded together with Asphalt. This makes it a perfect water vapor barrier.
- Richkraft is the lowest cost membrane capable of meeting moisture, vaper and fungus conditions.

Richkrast is tough! It is easy to lay. Two men can do all the work needed—Richkrast 65 costs less laid down than two layers of 15 lb. selt mopped or 55 lb. roofing. It is clean—no sticky, tacky surface for the following trades and there is a size for every job—3, 4, 6, 7 and 8 ft. wide.

V. A. and F. H. A. accepted in lieu of felt membrane or 55 lb. roofing.

Ask also about other Richkraft Papers. There is a Richkraft sheet for every purpose—Reinforced Water-proof Papers, Richflex Reflective Insulation, Black Papers and Red Rosin—and there is Richbead, the metal corner for both interior and exterior corners.

THE RICHKRAFT CO. 510 N. Dearborn Street Chicago 10, Illinois Gentlement Tell me more about Richkraft 65 and send samples. NAME ADDRESS

ZONE.__STATE.

wholesale

LUBBOCK, TEX.: Comfort Heat and Air Conditioning has been appointed a distributor of "usAIRco" packaged air-conditioning equipment in the South Plains trading area. This line of equipment is made by the United States Air Conditioning Corp.

MIAMI, FLA.: Mack Johns has been made general manager of the newly-formed Florida division of the Jones-Sylar Supply Co., Inc., of Chattanooga. This firm distributes American Kitchens for the Avco Manufacturing Corp. Johns has opened offices in Miami.

BIRMINGHAM, ALA.: The Whirlpool Corp. has appointed R. P. Mc-David and Co., Inc., as distributor for its products in Alabama and part of Florida.

HUNTINGTON, W. VA.: The Van Zandt Supply Co. now distributes Whirlpool products in the Huntington area. R. K. Van Zandt directs activities of the firm, which replaces the Banks-Miller Supply Co.

HOUSTON, TEX.: The Morrison Supply Co. is one of two Texas firms recently appointed distributors for Chambers built-in gas cooking equipment. Both firms also distribute Youngstown Kitchen cabinets and sinks, which are combined with the Chambers Liftop burner unit.

DALLAS, TEX.: Robert L. Brown, Inc., has been made distributor for Chambers gas built-in cooking units. These units fit in with Youngstown Kitchen cabinets, also distributed in the Dallas area by Robert L. Brown.

LEXINGTON, KY.: The Midsouth Supply Co., Inc., has been appointed wholesale distributor of Insulite building products. They will service building material dealers in central and eastern Kentucky.

CHARTERS OF INCORPORA-TION: Liberty Enterprises, Inc., Memphis, Tenn.; Tapp Sales Co., Inc., Memphis, Tenn.; Neal-Parker, Inc., Shreveport, La.

PADUCAH, KY.: The Paducah Hardwall Products Co. is a new wholesale and retail outlet at 511 Park Ave. Coy Jones is owner. The firm stocks lathing and plastering products, acoustical tile, and gypsum wallboard.

CHARTERS OF INCORPORA-TION: Neal-Parker, Inc., Shreveport, La.; Allen Builders Supply Co., Inc., Jackson, Miss.



Get the facts on window units that provide fingertip window operation, complete metal weather-stripping that saves 30% on fuel, and coated Si-Vel Springs that give hushed action! Send for free folder today!

ZEGERS, INCORPORATED 8098 So. Chicago Ave., Chicago 17, Ill.

See Dura-Seal in operation at National Housing Center, Washington, D. C. — Home Builders Association, Chicago — Architects Samples Corporation, New York City — and at leading lumber dealers.

ZEGERS

Dura-seal

COMBINATION
METAL WEATHERSTRIP
& SASH BALANCE

TOWN.

& helpful literature

PRE-FORMED COUNTERTOPS. A simple instruction booklet is offered to show step-by-step details for installing a Curvatop pre-formed plastic laminate countertop. For use in kitchens and bathrooms, the countertop is made 96" long, 25\%" wide, with a 4\%" backsplash. Consoweld Corp., Dept. SBS, Wisconsin Rapids, Wis.

FUSIBLE SERVICE entrance equipment is the subject of General Electric's bulletin GEA-6286. It features seven basic types of fusible devices for home, farm, commercial, and light industrial applications, giving ratings, wiring diagrams, and similar data. General Electric Co., Dept. SBS, Trumbull Components Department, Plainville, Conn.

BUILDING PRODUCTS DIRECTORY. The Producers Council, Dept. SBS, 1001 15th Street N. W., Washington 5, D. C., has published its 72nd bulletin on products made by its members. It includes a directory on these various products and a roster of PC members.

VERSATILE WINDOW UNITS. Brochure describes the new Modernaire awning-type convertible wood window with the "Magic Link" operator release. It shows how these units are used for awning arrangements, casements, and hopper vents. Modernaire Corp., Dept. SBS, 8400 Kinsman Road, Cleveland 4, Ohio.

GYPSUM PRODUCTS. The Certainteed Products Corp., Dept. SBS, Ardmore, Pa., offers a new catalog which presents data on all Bestwall gypsum wallboard products. It covers plain, wood-grain, and insulating wallboard; one-hour fire-rated wallboard; sheathing; wallboard joint treatment, and accessories.

PERSONNEL SELECTION. Tests and other materials for use in personnel selection and training are described in the latest edition of the "Industrial Catalog." This is a publication of Science Research Associates, Dept. SBS, 57 West Grand Avenue, Chicago 10, Ill.

"MASONRY PRESERVATION" is a 16-page brochure covering such subjects as the various kinds of masonry, effects of water absorption from without, vapor migration from within, methods of caulking and pointing joints. More than 50 photographs simplify understanding of the 10 sections. Tremco Manufacturing Co., Dept. SBS, 8701 Kinsman Road, Cleveland 4, Ohio.

STEEL STRAPPING. The Gerrard Steel Strapping Division, U. S. Steel Corp., Dept. SBS, 2915 West 47th Street, Chicago 32, Ill., offers a brochure showing its line of heavyduty flat steel strapping equipment and accessory items. Photographs show the strapping on carloading, truckloading, palletizing, and unit reinforcement.

AWNING WINDOWS. Seal-A-Matic

awning windows are described in a new catalog sheet. Specifications are given for the IB sizes pictured. Diagrams explain how these aluminum windows are completely weatherstripped and how each vent is adjusted automatically. Superior Window Co., Dept. SBS, 5300 N. W. 37th Avenue, Miami, Fla.

HEATING, COOLING UNITS. "How to Have Comfort From Moving Air" is a 50-cent buying guide containing information about products of a great variety of Canadian and United





Most Efficient and Durable of All



Model "A" for conventional fireplaces.

.

HEATFORM air chambers capture and circulate heat otherwise lost up the chimney, completely heating room and warming adjoining rooms.

HEATFORM adds but little to the cost of the finished fireplace. It saves some materials and labor required for the oldfashioned fireplace.



Model "8" for modern corner fireplaces, with view of fire from front and either side. Model "M" also available with front and two sides open.

IDENTIFY YOUR PROFESSION OR TRADE

Write today for information about the most complete line of heat circulating fireplace units and form dampers for conventional and modern fireplaces.

SUPERIOR FIREPLACE COMPANY

Dept. SBS 552 1708 E. 15th St. LOS ANGELES 21, CALIF.

Dept. \$85 \$52 601 North Point Road BALTIMORE 6, MD. States manufacturers. It covers air circulators, air-cooled condensers, central air-conditioning and heating systems, auto air-conditioners and heaters, conversion burners, room and unit heaters, and related equipment. Torrington Manufacturing Co., Dept. SBS, Torrington, Conn., makers of air impellers for the manufacturers of equipment discussed.

AUTOMATIC DOORS. A "Magic Door" catalog gives technical information for selection and installation of equipment for automatically opening and closing doors. It describes controls of two basic types — "Magic Carpet," of which electrical contact sheets are an integral part, and "Magic Eye," consisting of a photoelectric relay and necessary light sources. Stanley Works, Dept. SBS, New Britain, Conn.

SHAKE, SHINGLE STANDARD. The U. S. Department of Commerce has announced a commercial standard for machine-grooved shakes and rebutted-rejointed shingles. Sponsor of the standard is the Red Cedar Shingle Bureau, Dept. SBS, 5510 White Building, Seattle 1, Wash., also developers of the trade-marked Certigroove label. Copies of the grading rules and commercial standard are available from the bureau.

STEEL GARAGE DOORS. A folder on Strand garage doors contains a lot of useful information, illustrated with sketches. It includes a section on how to build garage door openings and points up advantages of a 9' opening. Strand Garage Door Division, Detroit Steel Products Co., Dept. SBS, 3227 Griffin Street, Detroit 11, Mich.

PACKAGED CHIMNEY. Two-color booklet gives complete information on the Van-Packer packaged masonry chimney unit. It covers product data, specifications, applications, and installation procedure. Van-Packer Corp., Dept. SBS, Bettendorf, Iowa.

GLASS BLOCK USES. Eight-page catalog, "How to Modernize Old Windows with PC Glass Blocks," demonstrates benefits of window modernization for homes and factories. It also shows how to select the proper glass block for various installations. Pittsburgh Corning Corp., Dept. SBS, 1 Gateway Center, Pittsburgh 22, Pa.

SLIDING DOOR FOLDER. The sheave and track line for Grant sliding doors, partitions, walls, and store fixture applications is described in a new catalog. Metal, rubber, and nylon wheel sheaves can be ordered in three sizes for various weight doors. Charts simplify selection. Grant Pulley and Hardware Corp., Dept. SBS, 31-85 Whitestone Parkway, Flushing 54, N. Y.

HARDBOARD PRODUCTS. A product description, physical properties,

economic advantages, interior and exterior procedure, bending and finishing recommendations for 19 different hardboard products are covered in a new Forest hardboard catalog. Typical new products described are tongue - and - groove paneling, %" cupboard door and wardrobe door, and pre-sealed temper-treated hardboard. Forest Fiber Products Co., Dept. SBS, Box 68S, Forest Grove, Ore.

COMPLETE KITCHENS

(Continued from page 42)

inets, dishwashers, disposal units, and similar equipment.

After such an event, the outside salesman, who is paid a straight salary, follows up all leads on kitchen equipment. Besides leads obtained from these periodic promotions, he receives some from telephone inquiries and some from the distributor as a result of national advertising in shelter magazines.

The salesman carries with him at all times a scale model kit. "There is nothing that excites a woman's interest in remodeling her kitchen like playing around with possible arrangements and seeing in miniature how modern her kitchen could be," Hammett asserted.

In addition to the usual modelseller, the Adams-Hammett salesman carries samples of decals, tile, linoleum, and even drapery and curtain material. The company doesn't sell curtains or curtain material, but if the housewife wants a really complete remodeling job, someone from the store will acquire these finishing touches from a local department store, after she has selected from samples.

The firm's paint department is adjacent to the model kitchen, so that a customer must pass through it on the way to the kitchen. Paints that are most apt to be used by women in redecorating are placed on shelves nearest the aisle most likely to be traveled by women on their way to the kitchen.

One of the lucky "extras" the firm has realized from its modern kitchen display and special promotions is the great increase in the number of women customers who now drop in regularly. They are coming to think of Adams-Hammett as headquarters for modern home materials—especially kitchen equipment!

Here's something really new in Decorative Ironwork

ADJUSTO-EASE by STANDARD EQUIPMENT

SELLS FASTER **GIVES GREATER PROFITS!**

ADJUSTS TO ALL INSTALLATIONS -FITS BOTH LEVEL & STEPS

STANDARD'S Adjusto-Ease is guaranteed to fit mansion or cottage . . . any size space and is easily converted to fit either steps or level sur-

ONLY TWO SIZES - MEANS LESS INVENTORY STANDARD Adjusto-Ease Railings eliminate inventory problems. Railings come in just two sizes four and six foot sections. Columns come in 8' height which may be reduced to as little as

FINEST QUALITY AND SUPERB CRAFTSMANSHIP

6'8"

STANDARD Adjusto-Ease ironwork combines the finest quality materials with skilled craftsmanship to give the utmost in ironwork value.

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STANDARD'S Adjusto-Ease fits all packetbooks which means quick sales at MAXIMUM PROFITS: Customers love its beauty, ease of installation and dependability!

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SPECIAL STOCK RAILINGS & COLUMNS

Designed for those who de-sire finest quelity in ironwork but at a lower cost because sizes are standard.

Garden, Patio, or



BARBECUE UNIT fits every need—every plan

> For backyard, patio, or ranch-style kitchen Metal unit serves as building form No limit to choice of masonry or design Adjustable grate for wood or charcoal

Cast-iron and steel form simplifies building a barbecue in either indoor or outdoor location. Whether you install them in homes you build or cater to the "do-it-yourself" market, you'll find more profit and more sales with this rugged, versatile, Barbecue Fireplace, made by The Majestic Co., Inc., 414-C Erie Street, Huntington, Indiana.

ajestic BARBECUE FIREPLA

Ask your jobber about Majestic's complete line of autdoor fireplace and barbecue equipment.

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. ALUMINUM WINDOWS PRICED LOWER THAN WOOD





- . SAME TOP QUALITY FOUND IN HIGH PRICED WINDOWS
- . FULL LINE TO FIT ALL SPECIFICATIONS



Vartical Sliding Window



- NATIONALLY ADVERTISED AND MANUFACTURER MERCHANDISED MASS PRODUCED FOR HIGHER PROFIT-MARGIN WITHOUT QUALITY SACRIFICE
- A FEW CHOICE TERRITORIES STILL OPEN TO DISTRIBUTORS

WRITE TODAY FOR DETAILS



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You can't top a ONE-DER frame

when it comes to quality and cost-saving!



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- No finishing carpentry required, frame snugly fitting conventional opening.
- No extra material necessary, each frame carrying its own flashing and fin for weather-tightness and anchorage.
- Complete inside trim provides ground for plaster, or wallboard fits behind. Complete outside trim assures accurate fitting of brick, siding or other conventional wall material.
- Priming coat of rust-inhibitive paint factory-applied.
- Frame rigidity assures accurate fitting of sash, reducing maintenance calls.

Save \$ \$ \$ on the job

Assemble frome by inserting tabs into corner stots and bending outward. Apply mostic and coulking to frome before installing sonk that has thendered casements with sheet metal screws (No. 12 x ½ fact head recommended). Notil frome with window attached into rough needing.



For Further Details . . . See Sweet's File 16/b On.

for Doors and Windows

ONE-DER FRAME Corporation 1232 37th PLACE, N.

P. O. Bex 3068 · Birmingham, 6, Ala.

SATURDAY SALES

(Continued from page 39)

building materials. The theory has been justified. It is sometimes surprising how many home-owners will undertake such projects in their own spare time.

"Of course, they need some help and advice, which we are quite ready and willing to give them."

Montgomery goes a little deeper with the theory. He believes that, "If we cater to this type of business, we will have some left when the house building runs out."

Salmon says many customers, on entering the retail store for the first time, look around in some puzzlement and finally comment:

"Your sign reads, Service Lumber Company, but this looks like a hardware store. Just where can I get a couple of two-by-fours?"

Salmon agrees that the retail store, with its 38-by-80-foot space packed with hardware and related items, does belie its label at first glance. Such puzzled customers, however, are led through the rear or side door, the latter opening upon the little-noticed driveway, to the lumber yard. Then customers are amazed by the immensity of the lavout.

It is merely the principal nerve center, however, of a 4.2-acre tract, largely occupied by lumber sheds, a lumber mill, and stacked lumber. Only 11/2 acres are not in use, but are available for expansion, making 2.7 acres occupied by sheds and stacks, with 25,000 square feet of space under roof.

This lumber business is maintained by two salesmen who spend practically all their time in contact with contractors, by the housebuilding activities of Owner Montgomery, and by carpenter customers who do only repair work. This last group finds 75 per cent of their work themselves, their remaining 25 per cent of job leads being supplied by Service Lumber Company personnel.

Youth Contests Boost Interest in Forestry

To increase opportunity for students to express themselves, the Youth Work Committee of the Redwood Region Conservation Council plans more exhibits and oratorical competitions.

Mrs. Elizabeth Odean, Eureka, Calif., chairman of the group, said, "There is so much work prepared by students that should be given an opportunity of display. We will need full cooperation from parent-teacher groups to plan exhibits.'

The oratorical competitions will be open to high school forestry students, Future Farmer of America groups, and 4-H groups throughout the Redwood region. Artwork contests are open to children from kindergarten to the 8th grade.

FLOOR COVERINGS

(Continued from page 41)

The salesman calls on all building contractors with whom the company does business or wishes to do business, carrying his sample case and offering his services in helping to select the floor coverings for homes.

In many cases, the salesman works with both the contractor and the owner of the new home in final sales of floor coverings, but he always sees the contractor first and obtains his cooperation in selling the owner.

All men who work in the floor covering department know their merchandise, and four of them have attended floor-covering schools. Poston feels that this is one of the most important factors in building the Calcasieu firm's good volume.

Floor covering ordinarily is priced to the prospect as a complete job. If the customer should want to apply the covering himself or hire his own applicator, the company will quote him a net price but it does not encourage this. It prefers to supply the applicator, too.

The company has men on its approved applicator list whom it knows to be reliable and to be available if a job fails to stand up. Two of the applicators confine their work to Calcasieu jobs.

They work strictly on contract, however, and every salesman in the department knows how to figure the cost of application on any amount of coverings sold. Thus he figures the installed price before quitting the customer but explains that it includes guaranteed application.

In spite of avoiding strictly price merchandise, the department turns its floor-covering stock more than six times a year.

PONDEROSA PIME SUGAR PIME DOUGLAS FIR

WHITE FIR

KILN DRIED
Mouldings and
Interior Trim
Jambs—Frames
Incense Cedar
Venetian Blind
Slats
Glued-Up Panels

Cut Stock -Box Shook 200 MILLION FEET MORE To Serve You Better!

The 200 million feet of timber we just bought in Trinity Nat'l. Forest brings our reserves to more than a billion board feet. This, plus three sawmills, two planing mills, and dry kiln capacity of seven million feet of seasoned lumber a month, is your assurance you can get the lumber you want when you want it, from the Ralph L. Smith Lumber Company. Good service makes good friends . . . we're working constantly to serve you better.

Our Specialty—Mixed Cars for the Trade

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Lumber Company

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What's New with You?

This regional merchandising magazine is not only FOR YOU but we want more of it to be ABOUT YOU! It's dedicated to keeping building material merchants in the South and Southwest informed as to the latest and best merchandising and operating methods. It also publishes significant news concerning individual dealers.

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Read the news in SOUTHERN
BUILDING SUPPLIES first!

IT PAYS TO PUSH A LEADER!



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REPRESENTATIVE WANTED

Aggressive representatives calling on hardware and building supply trade wanted by 17 year eld manufacturer of aluminum mouldings, store front material, etc. Camplete line, competitively priced for asle direct to dealers. Several territorics open. We protect representatives fully. Please outline present lines and orce covered. Reply to: Metal Trims, Inu., P. O. Box 1073. Vanuastews. Ohle.

Manufacturer's Agent with long established following desires two young men with proven sales record to become associates of company—Give full information to P. O. Box 266, Columbia, S. C.

Aluminum windows. Awning and herisontal glide types for new buildings. Reply to: Director of Sales, P. O. Box 1073, Youngstown, Ohio.

HELP WANTED

To Ambitious Young Lumbermon

Are you advancing as rapidly as your performance warrants?

Would you be interested in a position under ofit-sharing compensation?

Do YOU 'write the ticket' for your salary because of incentive pay for your production?

Would you be interested in managing a Inm-ber yard, with an option to buy, by applying your annual share of the profits to the agreed price recorded in your option?

We have more applications for competent, ex-perienced retail lumber personnel than we have been able to fill. Some—though not all—of the openings are as attractive as those described above. Precent requests are for:

Graduate Architects Detailers and Billers

Cost Accountants Estimators

Architectural Draftsmen Yard Managers Mill Superintendents

Measuring Salesmen Counter Salesmon

Send complete record of educational back-ound and prior employment. There is no fee obligation for this service.

Employment Department THE OHIO ASSOCIATION OF RETAIL LUMBER DEALERS Kinsey Road Xenia, Ohio

PAINT SALES

(Continued from page 37)

Often a customer is about to apply paint over a surface that needs some additional attention-and additional products for Suburban salesmen to sell-before being repainted. Customers seem to appreciate this extra concern for the success of their projects and tell their friends that this lumber company is the place to buy paints if they really want extra service.

Another point that Good emphasizes is that paint salesmen should be thoroughly familiar with all finishing products. He expects his personnel to be well educated in paint and color through courses given by the paint manufacturer. paint salesmen's club, or other sources. They are urged to study the manufacturer's literature and decoration books. Color plays an important role in the home today, and talking color intelligently invites paint sales.

"We have customers who drive here from an amazing distance, passing many paint stores on the way, just because we have sold them the proper paint and right colors on previous jobs," explained Good. He indicated that this goodwill and steady patronage is bringing in many friends and neighbors of former paint customers. "We have proved that inexperienced painters can do an expert job with a roller. We show them how to use a roller by actually demonstrating it ourselves."

Sales representatives from the Suburban Supply Company volunteer to speak on color harmony in the home before women's clubs or church groups. When such an opportunity arises, they invite a representative of the paint manufacturer or supplier to supplement their own remarks on color. Sometimes a number of quarts of paint are given away as door prizes.

The Suburban firm's only formal advertising of building materials and paint is an occasional piece in a woman's club program or church bulletin. This patronage is appreciated by whatever group is trying to raise money through advertis-

Displays of paint are kept near the front so that nobody can miss it who comes into the store. Supplementary supplies of brushes, rollers, thinners, removers, and other allied products are close by.

Good's attitude toward advertis-

ing also sums up his firm's approach to selling paint: "A paint job is an individual problem. Therefore we do most of our promotion through the personal contact we have with our customers."

NEW MARKET

(Continued from page 40)

and then lends the homebuyer the amount allowed by the appraisal, usually from 75 to 80 per cent of the selling price of the home.

Burris then takes a second mortgage from the homebuyer to cover the difference between the total of the building association loan and the down payment. This second mortgage is payable monthly, over a period of seven years.

Burris then signs this second mortgage over the loan company with his endorsement, and the loan association handles the monthly collection along with its own collection. In fact, they are combined into a single payment.

The loan association credits Burris with each monthly payment on the second mortgage and every six months adjusts his account and pays him three per cent interest on the amount.

Actually it works out that the down payment collected from the customer and the loan made to the customer by the loan association are sufficient to cover the actual cost of building the home. Burris' profit is represented in the second mortgage, which he collects over a period of seven years.

At first, he admits, it was something of a financial pinch, operating without any actual profit coming in. But now he has sufficient second mortgages out with monthly payments coming in on them that he has ample working capital.

There is no indication that he will ever have to repossess any of these homes on which he has taken a second mortgage. "We are careful not to over-sell a prospect," he stressed. "We dig thoroughly into a prospect's income, financial obligations, future prospects, and background. We will not permit him to buy a home priced so high that monthly payments will place an undue strain on him. On the other hand, if a man's income and future suggest that he can afford a three-bedroom house and he is considering a smaller one, we try to sell him the larger home."

Accurate, Easy LEVELING



take the PROFITS . . . at no risk!

BUILDING SUPPLY AND HARDWARE DEALERS

All we ask is that you send us on your business letterhead at least 10 names and addresses of carpenters, small builders, masons, plumbers, movers, floor and ceiling contractors—the more the better.

By return mail we will send you one Leveleasy on consignment, invoiced less 33-1/3%, plus postage. We will immediately mail to the list an illustrated folder showing how hundreds of builders with our modern liquid levels are saving time over doubtful make-shift methods, and saving money over expensive telescope instruments in laying out footings, floors, foundations, etc.

This folder will bear your name as the alert dealer for Leveleasy and other fine tools. Priority goes to names received first. Stake your claim now to the best prospects and start selling this essential tool this easy way. Remember . . every job starts with a level!

HYDROLEVEL

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Ponderosa Pine, Douglas and White Fir Window and Door Frames, Inside Door Jambs, Mouldings, Cut-tolength and Packaged Trim and cut stock items.

Douglas Fir Plywood Coos Bay Underlayment Coos Bay Hardboard Overlay, two sides.

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Clipper Glaze (elastic) Glazing Compound

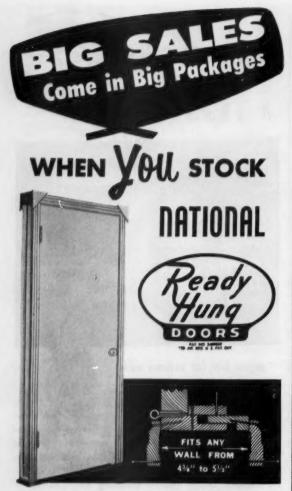
For glazing wood, steel, aluminum and bronze sash. Perfect too, for dozens of repair jobs such as filling nail holes and cracks. Easy to use and will not sag or crack. Remains elastic underneath and holds tight permanently. Available in ail standard size friction top cans of 1# and up.

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New in both natural and white. Use-proved for quality and performance. Packaged in a practical fibre cartridge that fits all standard caulking guns. Provides a permanent seal against wood, metal or masonry surfaces. Remains elastic and will not bleed, stain or discolor. Cartridges packed 10 per case. Also available in quarts, gallons and 3 gallons.

Line up with these two profit producers right away! Order your stock of CLIPPER GLAZE and CLIPPER CAULK from your jobber now.





Few items can offer as much incentive to builders to buy as the National Ready-Hung Door units. Any carpenter can install a National Ready-Hung Door in twenty minutes, and do an expert job. The saving in the labor of installation is enough to sell these doors. However there are many other advantages:

- 1 All frame parts are of thoroughly seasoned Ponderosa Pine.
 2 Frames adjust to wall thicknesses from 41/6" to 51/2".
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- 4 No special framing of rough opening required.
- 5 Mitre joint fasteners keep mitres tight indefinitely.
- Doors are completely assembled with all hardware installed except door locks.
- 7 Available in a variety of door and trim styles.

Pass on to your builder customers the savings and advantages of National Ready-Hung Door units. Order from your jobber or write direct for address of jobber nearest you.

Manufacturers of National Panel Windows and National Double-Hung Windows.



NATIONAL WOODWORKS

BOX 5416 Birmingham, Alabama

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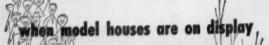
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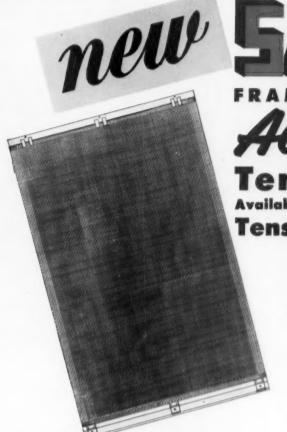


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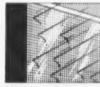
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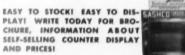


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